

FRANKIE MARROW

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EDUCATION

Associate Certified Coach, (ACC), International Coach Federation, January 2020
iPEC (Institute for Professional Excellence In Coaching) – Certified Professional Coach, (CPC) July 2019
Certified Systems Business Coach for Small Business (CSBC), March 2020
ELI Master Practitioner (Energy Leadership Index) July 2019
Baylor University, Waco, TX 1989-1992, BA Visual Art
St. Olaf College, Northfield, MN 1987-1989, Undergraduate Studies

WORK EXPERIENCE

CERTIFIED PROFESSIONAL COACH/TRANSFORMATION COACH – July 2019 – Current

Hired by individuals to discuss, create awareness, strategize and Action Plan around barriers to personal and professional excellence. Coaching occurs in 1-on-1 or Group Sessions in person or via electronic communication as requested by Client. Work includes both independent and corporate coaching clients.

MAZDA BRAND ACADEMY PERFORMANCE COACH – MAZDA NORTH AMERICA – Feb 2019 – current

Work with Sales, Service, Fixed and Variable Ops Management, Dealer Principles and District Management to coach processes, strategies and behaviors, as well as implement and support Product Knowledge, Brand Awareness, Customer-Centric Processes and Management Strategies. Monthly visits with 10 dealerships focus on specific KPI's as a barometer to effectiveness and needed shifts in focus over a 14-month period with the ultimate goal of raising Brand Image, increase Sales of Cars, Parts and Service, and increase CSI overall in both Sales and Service Departments. Heavy focus on Sales and Service Process, Shop Flow and Efficiency and strategies to increase the level of Customer Experience.

CUSTOMER EXPERIENCE COACH – ULTIMATE MAZDA EXPERIENCE (UMX) – MAZDA NORTH AMERICA – Aug 2018 – Feb 2019

Consultant, trainer and coach for Implementation of UMX Performance Standards in Sales and Service Departments. Multi-visit consultant and coaching dealership sustainment program to implement a higher level of customer-centric behaviors into specific Customer Journey Moments during their sales and service experience. Sales Customer Journey moments coached are the Vehicle Presentation, Demonstration (Demo Drive) and Delivery. Service Journey moments are the Greeting, Consultation/Service Write-Up, Progress Update and Re-Delivery.

LEAD FACILITATOR – PACCAR INTERNATIONAL – Jan 2018 – current

Sales process/Customer Experience Training for Parts and Accessories staff for Peterbilt and Kenworth commercial trucking companies. Focuses on sales process

LEAD FACILITATOR – AMERICAN HONDA SERVICE & PARTS – Jan 2018 – current

Intensive 3-4 Day, New-Hire and "Veteran-Refresher" Fixed Ops Process and Customer Experience Training.
Courses include Building Lifetime Customer Loyalty 101, 201, 301 Service/301 Parts, 401, Parts Operations Fundamentals.

Parts & Service Management Training: Building High Performance Teams - 2-day seminar focusing on Cost of Turnover & Retention Strategies, Hiring Process, Employee Coaching, Situational Leadership, Job Recruiting and Interview Strategies/Skills.

LEAD FACILITATOR – LEADING THE ACURA EXPERIENCE – May 2017 – Feb 2018

Day-long seminar for Fixed and Variable Ops Managers and GM's. Includes Management skills training for elevating the Client Experience in all departments, problem-solving, Action Planning and coaching skills training and practice. Training on Software Management Tools and integration into various dealership departments.

LEAD FACILITATOR – HONDA/ACURA ESSENTIAL CAREER SKILLS – June 2014 – current

Intensive 3-Day, 6-session New-Hire and "Veteran-Refresher" Sales Process Training. Sessions include: Product Training, Introduction to Sales Skills, Overcoming Objections, Walkaround 101, People Skills and Delivery Process. Includes Hybrid and Alternative Fuel vehicle training. Instruction on use of hand-held technology and programs to enhance overall customer experience.

ON-SCREEN HOST – WEB-BASED TRAINING – January 2015 – current (Mazda North America, American Honda Motor Co.)

LEAD FACILITATOR-ACURA AUTO SHOW PRODUCT SPECIALIST TRAINING - Sept 2012 - current

Lead facilitator for Acura Auto Show Product Specialists and Product Presenters in preparation for Auto Show Season. Includes Full Line Product Training and competitive comparison, creating the Acura Concierge Experience for all Auto Show Attendees and Auto Show procedure and policy. Instruction on use of hand-held technology and programs to enhance overall customer experience.

LEAD FACILITATOR/PROGRAM DEVELOPER – Assist in scheduling, developing and training following programs nationwide:

“Why Buy A Toyota?” seminars – University of Toyota, **July 2004 – Jan 2011** Lead day-long seminar for Toyota Sales Consultants and management trainees on Toyota history and focus, product knowledge of entire line and presentation skills. Includes mock customer scenarios using “feature, function, benefit” method, walkaround practice and evaluations. Powerpoint and DVD video-driven.

“Truck Essentials I” – University of Toyota, **December 2004 – June 2011**

Similar format to “Why Buy A Toyota”, but with training on current Toyota truck lineup, competitive comparisons, as well as truck technology and terminology. Goal of class is to give all participants a basic working knowledge of compact and full-size trucks.

“Truck Essentials II” – University of Toyota Pilot Team/Facilitator, **Sept 2006 – June 2011**

Next level to Truck Essentials I. Takes a deeper dive into both light and heavy-duty full-size truck technology, competitive comparisons, and customer real world scenarios. Goal of class is to make “truck experts” out of participants and enable them to be the “go-to” person for truck information at the dealership. Involved with initial program design and implementation.

“Dealer Operations 101” – Toyota Motor Sales, USA/Torrance, CA – **May 2008 –Dec 2010**

Lead half-day seminar for corporate employees on both variable and fixed operations of a functioning automobile dealership. Detailed information on structure within each department, individual employee responsibilities and areas of profitability. Powerpoint and activity-driven.

FOLLOWING 2 PAGES: NEW VEHICLE LAUNCHES/HYBRID & TECHNOLOGY TRAINING/CLIENT LIST

CT = Corporate Training
IMT = In-Market Training
RT = Regional Training
CE = Consumer Event/Ride&Drives

LUXURY SALES/SERVICE/DEALERSHIP CUSTOMER EXPERIENCE SEMINARS – Lead Facilitator

Conduct Luxury Process and Customer/Client Experience Training to Dealership Sales and Service Dept Management Teams Nationwide. Includes managing and facilitating Leadership, Team-Building, Client Needs Identification and Action Plan breakout sessions in goals of continuing and/or creating new Dealership “climate and culture” to elevate the Customer/Client in-dealership, product and sustained luxury brand experience.

Sept 2016 – Ongoing (RT,IMT)	Honda Mastering In-Car Tech/IQS Lead Facilitator
Aug – Oct 2011 (CT)	Acura Concierge Experience - Lead Facilitator
Nov – Dec 2009 (RT)	2010 Acura ZDX Launch/ Acura Concierge Experience Pilot
Feb – March 2008 (CT)	Sonic University – Lead Facilitator “ Living the Sonic Creed ”
August – Nov 2006 (CT)	2007 Lead Facilitator- Taste of Lexus National Dealer Event('08 LS460)
September – November 2005 (CT)	2006 Lead Facilitator- Taste of Lexus National Dealer Event('07 IS350)

HYBRID VEHICLE LAUNCHES/TECHNICAL TRAINING – Lead Facilitator

Conduct Product Launches and Hybrid Technical Training nationwide – Includes using videos, models and actual internal mechanical units of hybrid vehicles to explain hybrid technology, its development and advances over the past 2 decades in relation to automotive use, and advantages/disadvantages in relation to ICE and EV technology as well as competitive comparisons to other hybrid and EV competitors.

July – August 2016 (RT/Zone Office,IMT)	2016 Honda Accord Hybrid Lead Facilitator
Jan – Feb 2011 (RT)	2012 Lexus CT200h Facilitator
March-April 2006 (RT)	2007 Lexus ES350/GS450h/RX350 Lead Facilitator
January-March 2006 (RT,CT)	2006 Toyota Camry/Hybrid/FJ Cruiser Lead Facilitator
April – June 2005 (RT,IMT)	2006 Toyota Highlander Hybrid
January – February 2005 (RT,IMT)	2006 Lexus RX400h –Lexus Luxury Hybrid Elite Event Lead Facilitator
October 2003 (RT,IMT)	2004 Toyota Prius/Hybrid Synergy Drive Facilitator

ADDITIONAL NATIONAL NEW VEHICLE LAUNCHES/SALES PROCESS TRAINING – Lead Facilitator

Independently contracted by automotive manufacturers to conduct on-location product facilitation, new vehicle and technical training, and customer satisfaction process to regional corporate representatives and salespersons. Also lead consumer presentations and walk-arounds in preparation for new vehicle launches and technology demonstrations nationwide. Includes head-to-head competitive vehicle training and comparison. Depending on the individual event, seminars may be held in individual dealerships, trackside tents or hotels – number of participants range from 2 individuals to several hundred. Since 2006, targeted technology training is an integral part of training. Instruction on use of hand-held technology and new programs to enhance overall customer experience is incorporated.

May – July 2018 (RT, IMT)	2019 Acura RDX Facilitator
April – May 2018 (IMT, Ride & Drive)	2018 Mazda Brand Studio/Mazda6 Facilitator
Sept – Dec 2017 (RT)	2018 Honda Accord Facilitator
April – July 2017 (RT)	2018 Honda Odyssey Facilitator
Jan – March 2017 (RT)	2017 Honda CR-V Facilitator
Sept – Dec 2016 (RT)	2017 Hyundai Head2Head (Sonata/Sante Fe Sport) Facilitator
June – July 2016 (RT)	2016 Mazda CX-9 Facilitator (Product + Sales Process)
Oct 2015 – Jan 2016 (RT)	2016 Honda Civic Facilitator
July – September 2015 (RT,IMT)	2016 Mazda CX-3 Lead Facilitator (Ride & Drive)
March – June 2015 (RT)	2016 Honda HRV Facilitator
Oct – Dec 2014 (RT)	Mazda Get Connected Facilitator (Sales Process)
July – Aug 2014 (RT)	2015 Mazda Core Product Facilitator
April – June 2014 (RT)	2015 Honda Fit Facilitator
Feb – April 2014 (RT)	The Art Of Selling Mazda Facilitator (Sales Process)
Sept – Nov 2013 (RT, Ride & Drive,IMT)	2014 Mazda3 Facilitator
June – Aug 2013 (RT)	The Mazda Way Sales Process Facilitator (Sales Process)
April – June 2013 (RT)	2014 Acura MDX Facilitator
Jan – March 2013 (RT,IMT)	2014 Mazda 6 Facilitator
Aug – Oct 2012 (RT)	2013 Honda Accord Facilitator
April – Aug 2012 (RT,CE)	2013 BMW 3-Series Facilitator/Drive For Team USA
March 2012 (RT)	2013 Acura RDX Facilitator

Nov 2011 – Feb 2012 (RT)
 June – July 2011 (RT,CE)
 March – May 2011 (RT)
 Nov – Dec 2010 (RT)
 Sept – Oct 2010 (RT)
 July – Sept 2010 (RT)
 May – July 2010 (RT,CE)
 Jan – March 2010 (RT)
 Nov – Dec 2009 (RT)
 July – Sept 2009 (RT)
 Jan – March 2009 (RT, CT)
 Oct – Nov 2008 (RT)
 July – August 2008 (RT)
 March – April 2008 (RT)
 Oct – Dec 2007 (RT)
 June-Aug 2007 (RT)
 Nov 2006 – Feb 2007 (RT,IMT)
 April-May 2006 (CE)
 January-February 2006 (RT)
 July – August 2005 (RT)
 June 2005 (CT)
 April – July 2005 (CE)
 August – November 2004 (RT,CT,IMT)
 June – July 2004 (RT)
 March – June 2004 (CE)

 January – March 2004 (RT)
 November – December 2004 (RT)
 June – September 2003 (CE)

 May 2003 (CE)
 April – May 2003 (CE)
 April 2003 (CE)
 January – February 2003 (RT+CE)
 September – October 2002 (CE)
 August 2002 (CE)
 October – December 2001 (RT+CE)
 February – April 2001 (RT)
 July-September 2000 (CE)
 August 1999 (Int'l Press Long-Lead)
 January – March 2000 (RT)
 April – July 1999 (RT)
 Feb-March 1999 (CE)
 July – Nov 1998 (RT)
 August 1996 – Dec 2003

2012 **Honda CRV** Facilitator
 2012 **BMW 6-Series** Drive For Team USA Facilitator
 2012 **Honda Civic** Facilitator
 2011 **Acura TSX Sport Wagon** Facilitator
 2011 **Honda Odyssey** Facilitator
 2011 **Mazda2** Facilitator
 2011 **BMW 5-Series** Facilitator
 2010 **Mazda** Experience/Core Product Facilitator
 2010 **Acura ZDX** Facilitator
 2010 **Mazda** Core Product Training
 2010 **Mazda3** Facilitator
 2009 **Acura TL** Facilitator
 2009 **Mazda6** In-Dealership Facilitator
 2009 **Acura TSX** Facilitator
 2008 **Toyota Sequoia** Lead Facilitator
 2007 **BMW** Experience-**3-Series**/Facilitator
 2007 **Toyota Tundra**-Performance/Payload/Towing Lead Facilitator
 2007 **Audi Q7**
 2006 **Mazda 3,5,6,Tribute** Roadshow Facilitator
 2006 **Mazda5** Roadshow Facilitator
Toyota/Lexus/Scion Customer Service Training Facilitator
 2006 **Mercedes-Benz M-Class** Road Rally Lead Presenter
 2005 **Toyota Tacoma** – Elite Event Lead Facilitator
 2005 **Scion tC** Right-Seat Facilitator
 2004/05 **Mercedes-Benz C-Class**
 (C-Spot Drive Party/Phase II) Lead Presenter
 2004 **Chevrolet Silverado/Ford F-150** Facilitator
 2004 **Mazda 3** Roadshow Facilitator
 2003/04 **Mercedes-Benz C-Class**
 “C-Spot Drive Party” Lead Presenter
Ford Motor Co. Teen Driving Program Facilitator
 2003/04 **Lexus SUV's: RX 330, GX/RX 470**
 2003/04 **Mercedes-Benz – full line**
 2003 **Lincoln LS** Facilitator
 2003 **Volvo XC90** Lead Presenter
 2003 **Lexus sedans: IS, ES, GS and LS-Series**
 2002 **Cadillac Escalade EXT** Facilitator
 2002 **Cadillac Escalade** Facilitator
 2000 EdmundsLIVE, **Edmunds.com** Near-Luxury Sedans Presenter
 2000 **Mercedes-Benz ML55**
 2000 **Chevrolet Suburban/Tahoe** Facilitator
 2000 **Chevrolet Impala/Monte Carlo** Facilitator
 2000 **Mercedes-Benz S-Class**
 1999 **Chevrolet Silverado** Facilitator
 Cadillac Auto Show and Special Event Narrator/Product Specialist

OTHER INTERESTS/ACTIVITIES

Bilingual – conversational Spanish

Singer/Songwriter/Recording Artist – working knowledge of ProTools and LogicPro

Hot Yoga fanatic