

# Rick Cassel

## C-Suite Executive: Leadership Excellence & Business Strategy

Developmental leader with more than 20 years of experience mentoring professionals in and beyond their respective roles.

✉ [rick@gmail.com](mailto:rick@gmail.com)

📞 419-██████████

📍 ██████ Michigan

🌐 [linkedin.com/in/██████████](https://www.linkedin.com/in/██████████)

## SKILLS

Branding

Business Development

Coaching

Continuous Improvement

Digital Retailing

Diversity & Inclusion

Inventory Management

Training

Market Development

Marketing & Advertising

Market Research & Planning

Operations

People & Process Management

Product Marketing

Public Speaking

Reputation Management

Sales Enablement & Collaboration

Strategic Planning & Execution

Supply Chain Management

Team Leadership

## BUSINESS HIGHLIGHTS

### Collaborative Leadership

Inclusive leader responsible for 8 directors and 58 individual contributors, with more than 1,900 accounts and \$96M in annual revenue. Continuously weigh alternative perspectives to inform better decision making. A collaborative leader among peers, teams, and business units allows consistent growth inside the team and throughout the organization at large. Joining special task forces and initiating DSC 20 groups has taken growth to new heights. By creating opportunity and a culture of empowerment and accountability, efforts have led to outstanding workplace culture and positive financial results. Led three individual contributors to President's Club accolades.

### Reorganization & ROI

Responsible for resurgence of failing dealer group from losses of more than \$1M to breakeven in 10 months, followed by annual gains of \$1.8M and \$1.6M respectively. Results achieved while managing accounts payable in 30-day window and operating with positive cash flow. Turnaround completed with strategic planning, demonstrated financial performance to the lender, renegotiation of floor plan, recapturing of bank-held operating funds and repositioned group personnel structure. Concurrently managed operations of 180 interdepartmental employees and 16 directly reporting management personnel.

### Operations

Consistently exhibit exceptional business judgement, analysis and decision-making with more than 20 years of sales, finance, operations, CRM, inventory management and advertising experience. Efficiently managed more than \$20M in inventory while also improving sales and finance process, training and developing personnel, and managing P&L statements to profitability.

### Business Synergy

Create cross-functional business synergy by partnering with product leaders, marketing, finance and business strategy divisions. Use this synergy to ensure consultants have tools needed to offer a wholistic experience to business partners. Consistent presentation of product opportunities outside the immediate business unit has led to huge financial returns for clients, reduced churn for the team, and generation of significant revenue for internal business unit partners.

### Client Engagement

Engage partners during an immediate and important shift in consumer buying behavior. Consistently offer an integrated approach to people, product, and process to help clientele outpace their competition. Provide expert recommendations for large-scale business pivots, bringing high-ROI customer solutions into play and ensuring the success of business management software and digital tools.

## PROFESSIONAL EXPERIENCE

### Leadership Development Consultant

#### WINNING THROUGH LEADERSHIP

2023 - Present

Offering coaching and mentoring services to build leadership and create winning work cultures.

### Area Vice President, Director of Sales, Product Specialist

#### COX AUTOMOTIVE (2016-2023)

### Area Vice President

#### COX AUTOMOTIVE

2021 - 2023

Autotrader/Kelley Blue Book Mid-Atlantic leader responsible for leading a team of 8 Directors of Sales and 57 Client Success Managers to sell and retain Cox Automotive software solutions for more than 1850 franchise and independent dealers responsible for \$91M in annualized revenue.

##### Highlights

- #1 New Product Sales, Product Diversity
- Top 3 Regions (2021, 2022)
- Retention Task Force Leader
- Founder, CSM 20 Group Collaboration

### Director of Sales

#### COX AUTOMOTIVE

2017 - 2021

Responsible for leading 8 Client Success Managers in Michigan, Ohio, and Indiana. CSMs were responsible for the sale, retention, and referral of Cox Automotive software products.

##### Highlights

- Presidents Club (2018)
- Sales Leader of the Year (2018)
- Loyalty Star Award (2019) | Best of 60 District Teams for Client Retention, 0.28% Business Churn

### Product Specialist

#### COX AUTOMOTIVE

2016 - 2017

Responsible for sales and retention of KBB Instant Cash Offer for Michigan and NW Ohio. Worked with local district teams to promote, sell, and retain ICO products to franchise and independent auto dealers.

### Executive Director of Operations

#### GRAND AUTO FAMILY

2013 - 2016

Led operations for a 4-store franchise group (Chrysler, Chevrolet, GMC, and Buick), 160 employees. Responsible for 14 sales and service professionals.

##### Achievements/Tasks

- Restored Profitability and Created Positive Cash Flow
- Exceeded Original Equipment Manufacturer Sales Targets
- Led the Way for Business Growth and Personnel Expansion

### Sales and Operations Leader

#### AUTOMOTIVE FRANCHISE DEALERS

2004 - 2013

Worked in various capacities, including General Manager, General Sales Manager, and Variable Operations Director.

## CERTIFICATES

Challenger Sales Training (11/2017)

McKinley Business Leadership Certification

## CONTRIBUTIONS

Consumer Solutions Business Unit

Retention Task Force Leader

Salesforce Dashboard Task Force

Consultant 20 Groups

Founder

Analytics Task Force