

# Reno Gammara

## Senior Sales, Marketing & Training Leader

Business leader with proven track consulting automotive retailers, dealer groups & manufacturers.

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📞 248 [REDACTED]

📍 [REDACTED], Michigan

## SKILLS

Customer Experience Training In-Dealership Process Research | Needs Analysis Process Mapping

Curriculum Design Classroom Instruction Certified Distance Learning Express Service Process

Financial Analysis Performance Metrics Variable & Fixed Operations Project Management

Account Management Loyalty Program Development & Management Major Event Production

Motor Car Circuit Racing Training Direct Mail CRM Product Launch Multimedia Production Copywriting

E-commerce Focus Group Research Corporate Communications Sponsorships Supply Chain Management

Digital/Remote Business

## WORK EXPERIENCE

### Contract Automotive Consultant

#### MSX International

01/2013 - Present

Southfield, Michigan

MSXI is a technology-enabled business process outsourcing firm that provides solutions to automotive businesses in more than 80 countries.

##### Deliverables

- Subaru of America – Subaru Express Service Consultant (03/01/21 – Current)
- Ford Motor Company Ford Mobile Service Installation Consultant (Jackson Dawson Communications 2020)
- Ford Motor Company FordPass Rewards Field Specialist (2018-19)
- Mercedes-Benz USA Dealership Capacity Auditor (2018-19) | Dealership Fixed Operations Process Consultant (2013-2017)
- Hyundai Motor America Fixed Express Service Process Consultant (2017-19)
- Assist Tier 3 Automotive dealers with installation and operation of mobile service platforms and programs
- Perform technical and managerial training, development and growth

### Commercial Truck Specialist

#### Universal Technical Institute

09/2010 - 06/2012

Northeast, U.S.A.

UTI is a leading provider of technical training for the transportation industry. Key Account: Mercedes-Benz USA.

##### Deliverables

- Benchmarked and process mapped best practices, IDL curriculum, design and development
- Produced internet-delivered sales training curriculum, managed train-the-trainer process and facilitated classroom training
- Responsible for dealer onboarding training
- Designed, wrote and produced sales and marketing material. Publications: The Upfitters Guide and Sprinter Sales Pro News Magazine

## WORK EXPERIENCE

### President

#### CRM LTD

01/2000 - 01/2010

Southfield & Royal Oak, Michigan

CRM LTD is an agency start-up with \$3M in annual sales. Representation of more than 8 OEMs and management of more than 30 franchise Tier 3 dealers.

##### *Deliverables*

- Developed and managed relationships with Volkswagen of America, Bering Truck Corporation, Harley-Davidson Inc., Ford Motor Company, Washington Management, Group 1 Automotive, Mercedes-Benz USA and Piaggio Group America
- Responsible for account sales, project management, design, development, implementation and measurement
- Created and presented proposals | Managed budgets, project staff and operational activities | Facilitated regional manager training
- Group 1 Automotive (2006-2009) Fixed Operations Consultant | Produced fixed operations management training and marketing collateral | Authored GP1 Fixed Operations Policy and Procedures Manual | Designed and managed production for GP1 Fixed Ops employee portal and website
- Served as liaison between Piaggio Group USA (New York, NY.) and Harley-Davidson on a potential joint venture | Designed and presented Vespa membership club program and dealer operation training university | Consulted with senior executives on new product development and business infrastructure strategy
- Provided in-dealership fixed operations management training and consulting for DealerPro (Columbus, OH.)
- Consulted Ford Motor Company with development of Special Vehicle Team Owners Association (SVTOA) | Designed club-based experiential marketing joint venture with Ford's racing division | Managed team of 12 to design and produce membership program website, enrollment program, direct mail renewal campaigns, sponsorship program and On-Track Performance driving school
- Produced chapter operations handbook and track training material, maintained track insurance, merchandised program and provided onboarding for 50 SVT Dealerships and 300 chapter officer volunteers | Provided CRM planning inside Ford's truck division for Ford truck enthusiast clubs

### General Manager

#### Harley-Davidson

2003 - 2005

Midwest, U.S.A.

Harley-Davidson Inc., H-D, or Harley, is an American motorcycle manufacturer. It was one of two major American motorcycle manufacturers to survive the Great Depression.

##### *Deliverables*

- Served as General Manager for Ray C's Harley-Davidson (Lapeer, MI.) | Launched 2nd location | Managed daily operations, implemented business process and trained staff of 26 at both locations | Installed Fixed Ops business process and trained managers > Efforts resulted in a 20% improvement in gross income
- Worked with Washington Management LLC on Merger and Acquisition of 2 stores: ABC Harley-Davidson (Waterford, MI.) and Jim Bailey's Harley-Davidson (Fort Wayne, IN.) | Prepared dealership financial audits, succession plans, evaluations and buy/sell agreements for power sports dealer group operator

### Customer Relationship Management Director

#### ADP-Sandy Corporation

1990 - 2000

Troy, Michigan

Sandy Corporation is a global firm that provides integrated learning and customer engagement solutions, including development and technical training.

##### *Deliverables*

- Appointed and reported to CEO on launch of new Audience-of-One digital print on-demand product | Introduced and launched the product nationwide to internal and external clients
- Created data reporting strategy and supervised print design work for target industries | Managed budgets and creative staff of 7 project managers, IT consultants, print producers and administrative personnel | Generated \$3M in annual sales revenue
- Conducted needs analysis and prepared sales strategy and proposals to gain executive approval for new business | Successfully developed business with McDonalds Corporation, Volkswagen/Audi, Harley-Davidson Inc., General Motors, Ford Motor Company, Monsanto and Panasonic | Obtained first-time business with Marriott Corporation
- Sold and managed training, owner and dealer marketing communications and production for Volkswagen & Audi of America post-sales marketing | Passat launch brochures, dealer service technical communications, PDI process, forms, and brochure content, print production and distribution, management of dealer/field meetings and presentations
- Account Sales and Project Management | Development and implementation of Harley-Davidson University Dealer Operations Training, Harley Owners Group (HOG) and owner marketing communications programs
- Distance Learning Communication Consultant & Program Manager | McDonalds, Ford Motor Co., VWoA V-Crest and General Motors Corporations; managed development and implementation of VW service training for fixed operations managers

## EDUCATION

### Master of Business Administration

Davenport University

*Attended 1 year*

### B.S. Business Management

Detroit College of Business

*Dearborn, Michigan*

## CERTIFICATES

European Rally Car

Center for Creative Leadership

Adobe Connect

Fixed Operations Specialist

Harley-Davidson University

Bondurant High Performance Driving