

# VICTOR L. HESS

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## BACKGROUND

Award-winning entrepreneurial executive with extensive success in customer experience initiatives aligned with emergent digital strategies.

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## PASSION

Using data & digital solutions to improve Customer Experience, Predictive Lifetime Value, and build brand loyalty.

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## EDUCATION

Masters Business Administration  
Virginia Polytechnic Institute and State University  
University  
Finance

Bachelor of Science  
Virginia Polytechnic Institute and State University  
University  
Marketing Management

“Talent-Up” Leadership Program,  
Vanderbilt University Owen School of Management— 2014

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## EXPERIENCE

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### TECH MAHINDRA, AMERICAS

2020 – Present

#### Program Manager

Responsible for development and implementation of CX products for digital transformation at the dealer and OEM level. Lead cross-functional on-shore and off-shore technical analytics and development teams delivering digital solutions to global automotive OEMs.

### NISSAN NORTH AMERICA

2005 - 2020

#### Americas Headquarters Executive Management

2010-2020

#### Sr. Mgr. Infiniti Global Client Experience Innovation

- Spearheaded launch of first common global sales and service voice of customer platform among alliance brands.
- Continuous development of patented tablet/mobile showroom sales and delivery tool while supporting retailers across US for effective implementation Spearheaded launch of first common global sales and service voice of customer platform among alliance brands
- Secured average ROI of over 7:1 for retailers by piloting aftersales tablet program launch and retailer adoption to support #1 ranking among luxury automakers in service tablet usage in JD Power syndicated CSI.
- Attained and maintained #1 ranking in sales tablet usage among luxury automakers in JD Power syndicated SSI study by executing and managing sales tablet innovation initiatives.

#### Sr. Mgr. Nissan Customer Experience Operations & Strategy

- Executed strategic enhancements for improving service retention and promoting owner loyalty, including facilities, consulting and an annual all-dealer Owner Loyalty Manager Summit
- Optimized profitability and operational processes for dealership sales and aftersales departments by partnering with over 50 dealerships per year for building and managing dedicated JD Power consulting team
- Secured JD Power Syndicated Study Facility Score Improvement in 2015 and 2016 by leading implementation of Customer Experience Excellence dealership assessment program.

#### Mgr. Aftersales Loyalty Marketing

- Executed segmented aftersales marketing for Nissan and Infiniti
- Generated increase of 54% in retained VINs from 2010 to 2014, while managing Nissan and Infiniti service retention models and data tracking for over 7M VINs.
- Drove dealership participation and enrollments by over 10X in contrast to prior levels in both active and passive marketing platform activities.

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## PROFESSIONAL AWARDS

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Nissan Americas Chairman's Award – 2017  
Exceptional CX Improvement Plan Execution

Infiniti Americas Chairman's Award – 2018  
Digital Vehicle Retail Delivery & Client  
Onboarding Tool

Nissan Americas Chairman's Award – 2024  
AR Product Suite for Dealership Technical  
Repair Assistance

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## EXPERTISE

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Customer Experience Strategy

Automotive Retail Technology

Management Consulting | Data Analytics

Customer Lifetime Value

Strategic Analysis | Project

Management & Governance

Operations Management | Marketing &

New Business Development

Customer Journey | Revenue Growth &

Optimization | Cross-Functional Team  
Leadership

## NISSAN NORTH AMERICA (cont.)

### District Field Management

2005-2010

### Sales and Aftersales District Dealer Operations Manager

- Planned, established, and supervised implementation of SOPs for over 54 dealerships in 3 districts over 5 years, exceeding wholesale vehicle and parts and retail sales goals and expand brand market share.
- Evaluated dealer facilities, capital, and management processes to enforce Nissan regulations while maintaining strict compliance with organizational standards.
- Analyzed financial performance and consulted with dealers to provide strategic initiatives for optimizing revenue generation and controlling costs.

### Key Achievements:

- Ranked #1 in both sales and aftersales customer satisfaction across nation
- Managed wholesale pipeline of vehicles and parts, as well as created and negotiated dealership retail and service contracts resulting in record district new vehicle sales volume and aftersales performance.

## PRICEWATERHOUSECOOPERS

2000 – 2004

### Sr. Assoc. Financial Advisory Services – Dispute Analytics

- Automotive Litigation Analytics: Performed complex operational and financial analysis supporting automotive sector litigation on behalf of US auto manufacturer legal teams.
- September 11<sup>th</sup> Victim Compensation Fund: performed complex economic and financial modeling as part of the adjudication team for the U.S. Department of Justice

*Experience prior to graduate school includes 8 years of automotive retail in sales and finance for Mercedes-Benz, Acura, Porsche, Audi and Nissan brand dealerships.*