

# Hired Resume Service

612-400-5563

## AUTOMOTIVE DEALERSHIP CONSULTANT

### EXPERTISE IN DOMESTIC & INTERNATIONAL MARKETS

**Business Development & Expansion | Drives Revenue Growth & Profits**

**Trilingual—English, Russian, Ukrainian**

Dynamic, entrepreneurial executive with strong record of targeting, driving and achieving company transformational sales initiatives and critical business objectives in highly competitive marketplaces. Proven success in growing companies from startup to multimillion-dollar enterprises. Provides visionary sales leadership across multifunctional teams, executes solution development, process improvement, and strong operating and financial management.

### Areas of Expertise

- Strategic Business, Market & Sales Planning
- ROI, Value Proposition & Profit Optimization
- Market Evaluation, Penetration & Expansion
- Competitive Analysis, Positioning & Expansion
- Financial, Budgets, P&L & Portfolio Management
- Team Building & Performance Enhancements

## NOTABLE ACHIEVEMENTS

- Established, and sold 3 successful businesses, specializing in research and development, marketing and sales, purchasing, and delivering luxury vehicles.
- Pioneered and launched print and digital marketing campaigns and strategies at the forefront of the internet marketing age—developed two early online web programs based on automotive intelligence where customers could order pre-owned luxury vehicles of their choice.
- Created, developed, and sold pioneering concept of website "orderyourcar.com."
- Developed, leased, and eventually sold (AVA) Automotive Vehicle Appraisal software. This software appraised vehicles based on actual data which evaluated retail, wholesale, and loan value; it was successfully used by dealerships around the country as a well known marketing tool.
- Conceptualized, produced, and sold the fully functional internet website "MNAutoPages.Com".
- Created highly effective advertising and marketing campaigns focused on visual, vocal, and intellectual strategies that engaged customers and dramatically increased sales.
- Extensive experience selling and shipping vehicles internationally.
- Spearheaded and developed an educational program as CEO of "Career Builder Institute" which was taught at Century College; educated students in Management of Automotive Dealerships, as well as beginners courses, and continuing education curriculum in automotive sales.
- Achieved A+ accredited business rating in all business ventures with the accomplishment of zero customer complaints at the Better Business Bureau.

## PROFESSIONAL EXPERIENCE

### Owner / CEO, Name of Company LLC, Minnetonka, MN, 2005 to 2014

Founded this highly successful, innovative online dealership after realizing there was a better way to sell cars. Provided an online, convenient, shopping experience for customers. Specialized in pre-owned European and Japanese automobiles. Lead this company from start up to high dollar revenue producing performance. Directed all operational strategies and oversaw all human resource functions, sales, service and customer relationship management. Successfully positioned and sold this company in 2014.

- Developed and established all departmental procedures and processes.

- Designed and implemented sales initiatives and strategies including online advertising, website marketing and hiring top performing employees.
- Planned and directed business operations to drive sales and ensure well functioning customer service programs.
- Continually analyzed operational reports; forecasted sales, and drove profitability through highly effective business planning and management skills.
- Established A+ rating with the Better Business Bureau through delivering exceptional customer service.
- Achieved solution based relationships with customers, winning the customer's confidence.

**CEO, Program Developer, Name of College, St. Paul, MN 2001 to 2005**

Conceptualized and established the "Career Builder Institute." Personally designed the program and curriculum, which was accepted for teaching at Century College, which is one of the largest nonprofit colleges with over 8,000 students in the state of MN.

- Completed the complex process of obtaining a license by the state of MN as a private school; wrote the curriculum and presented to the board of education.
- Taught Management of an Automotive Dealership, and Professional Automotive sales to students at the Ford plant. These students included Ford employees who were paid for by Ford, preparing for the plant closing and training for new careers in automotive management & sales.

**CEO / Owner, Name of Company, Minnetonka, MN, 1986 to 2001**

Built this business from the ground up. Sold company in 2001.

- Specialized in researching, purchasing, selling, and delivering pre-owned luxury vehicles.
- Launched cutting-edge print and advertising initiatives and developed two early online web programs based on automotive intelligence where customers could order pre-owned luxury vehicles of their choice; sold and shipped vehicles internationally.
- Developed, leased, and eventually sold (AVA) Automotive Vehicle Appraisal. This software appraised vehicles based on actual data that evaluated retail, wholesale, and loan value; it was successfully used by dealerships around the country as a well known marketing tool.
- Innovated, developed, and sold "MNAutopages.com."
- Created, developed, and sold one of the first automotive websites "orderyourcar.com" in the state of MN.

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**EDUCATION**

**Master's of Science, Geological Engineering, University of Minnesota-Twin Cities**  
Alumni Member

**Bachelor of Science, Geological Engineering, Academy of Oil & Gas, Ukraine (Top Rated School)**