

# Richard Vaccarolio

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**Training & Development**  
**Profit Manager • Personnel Management**  
*Project Management • Sales & Customer Service • Business Process*

Results oriented professional trainer and marketing consultant seeking a challenging leadership role that fully utilizes my creativity, strong analytical ability, presentation skills and expertise in providing strategic marketing insight, direction and process training development for the automotive industry. Skilled at communicating & motivating team members to enhance strategic goals and bottom line objectives.

## Core Professional Strengths

Accomplished Speaker/Trainer	Automotive Technical Skills	Direct Marketing / E-commerce
Employee Leadership & Training	Efficiency Improvements	Persuasive ability to build rapport
Training Material Development	Problem Solving Ability	Customer Retention & Strategies

## Highlights of Employment

STRATEGIC MARKETING, INC, 1998 to 2008

### Senior Training & Consulting Manager, 2004 to 2008

Responsible for developing Automotive CRM business, strategy, and defining product value proposition with company offerings. Worked with operations, finance, IT and field sales to ensure quality product implementation and support for achieving product-line P&L goals.

- Provides on-site consultation focused on customer retention, productivity, parts profitability, and CSI improvement for dealerships with sales & fixed operation concerns.
- Monitors success changes through establishment of project metrics during follow-up consultations. Resulting in increase of customer service index (CSI) and profitability/sales margins.
- Performed business case analysis for auto dealers

### Significant Accomplishments:

- Developed training material and provided on-site train-the-trainer sessions for Independent Retention Program & Independent Appointment Program to be rolled out to 1800 dealers.
- Meeting facilitator, conducting dealer launch meetings in 52 markets nationally. Conducted training in several hundred dealerships in their largest 52 markets.

### Product Manager (Houston, TX) , 2001 to 2004

Responsible for development and growth of 5 separate web-based OEM branded direct mail marketing products utilized by more than 1800 dealerships.

- Successfully completed with major improvements of technical application resulting in over 100% growth in dealership subscriptions and over 100% increase in product revenue & fulfillment within first year.

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## **Director of Field Operations / Fix Operations Specialist (Houston, TX), 2000 to 2001**

Responsible for on-site coordination of fixed operation, daily operations, and growth.

- Responsible for 40% yearly average increase over prior year Parts & Service growth while acting as Parts & Service Director for three dealerships Texas, Oklahoma, and Arkansas.

## **Senior Consultant (Houston, TX), 1998 to 2000**

- Creatively designed and wrote *Chrysler's Preventative Care Maintenance Program* striving to increase dealership maintenance sales and Chrysler's tire program.

CHRYSLER CUSTOMER SERVICE DIVISION, Detroit, MI

1981 to 1998

## **Dealer Operations Manager, 1996 to 1997**

- Responsible for the development and implementation of strategies and tactics to support the dealership(s) ability to achieve Mopar Parts sales and revenue goals

## **Other positions held at Chrysler:**

Market Area Specialist, 1996 to 1998

Service Zone Manager, 1995 to 1996

International Business Planning, 1993 to 1995

Business Analyst Special Projects, 1987 to 1993

Parts Sales Representative, 1985 to 1987

Parts, Service & Motorcraft Sales Specialist, 1981 to 1985

## **Education & Professional Development**

TEXAS TECH UNIVERSITY, Lubbock, TX

**Bachelor of Science, Marketing**

**Technical Highlights:** Computer/DOS-Windows, Local Area Network (LAN), ABC Flowcharting, IBM Profs, Internet, Internet Web Design, Computer Business Applications, Word, Excel, Power Point, Outlook

*References and supporting documentation furnished upon request*