

BRETT L. WOOFDER

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SALES AND ACCOUNT EXECUTIVE / E-COMMERCE STRATEGIST

Strategic Market Planning • Customer Relationship Management • Business Development

18+ Years of successful sales and sales management experience with the cutting edge marketing in automotive services in both upstart and turnaround situations. Extremely adept in contract negotiations with local and national account upper management. Top notch, forward thinking sales force manager with proven training, communication and motivational skills for new media. Entrepreneurial management style with focus on reaching beyond revenue goals, maintaining budget matrix, and exceeding retention quotas. Proven record of identifying opportunities, matching marketing initiatives, applying human resources and achieving quick penetration.

CORE COMPETENCIES

- E-Commerce Marketing
 - Web Development
 - Key Account Management
 - Training Facilitator
 - Product Launch/Introduction
 - Strategic Planning
 - Customer Relationships
 - Mentoring and Coaching
 - Market Share Growth
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PROFESSIONAL EXPERIENCE

McDonald Automotive Group – Littleton, CO 2006 to 2009

One of the Largest automotive retailers in the United States. McDonald owns and operates 140 franchises in the U.S. and 80 internationally.

Internet Director

Daily supervision, expense control, create website and email specials, lead management tool/CRM selection, lead provider selection and management, email database marketing, customer follow-up, customer retention, and customer satisfaction.

- ◆ Sales from internet activities rose from 4% to 35% in less than 10 months for all stores.
- ◆ Increased Internet sales 79% over previous year for Mazda Littleton , 55% for Volkswagen Littleton and 51% at Hyundai of Littleton
- ◆ Created and documented standard operating procedures to ensure all Internet leads were assigned to a salesperson and that the salesperson conducted all the necessary steps to close the sale.
- ◆ Developed partnerships with online advertisers to increase storefront traffic and leads, create exposure for online inventory, increase profit per sale, and minimize advertising costs.
- ◆ Oversaw development of the dealership web site to ensure it provided all the features needed to generate qualified leads such as direct mail access, chat functionality, new and pre-owned inventory and contact info.

Dealer.com – Burlington, VT 2005 to 2006

Dealer.com is the leading provider of online marketing solutions for the automotive industry and revolutionized online marketing and sales effectiveness for auto dealers.

Regional Sales Manager

Responsible for the management and growth of Colorado territory for the fastest growing automotive internet sales web provider. Provided triangle training methodology, in-the-field technical support, closing skills and motivation to an improving sales team.

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- ◆ Increased revenue from \$500,000 per year to \$1.3 million per year.
- ◆ Won numerous sales awards for marketing and sales growth. Maintained status of number one & two in company for overall sales for new and used sales.
- ◆ Consult with dealers on best strategies for marketing through the internet

The Cobalt Group – Seattle, WA

2001 to 2005

Leading provider of Websites and On-Line Marketing products and services for Automotive Dealers in the United States.

Sales Executive

Providing customized Search Engine Optimization, Search Engine Marketing and Owner Marketing solutions for franchised automotive dealerships. Cold called and prospected dealerships in assigned territory, determining current processes and preparing detailed customized solutions to optimize Internet presence, advertise effectively on-line, and market to current customer base more efficiently and effectively with a measurable return on investment.

- ◆ Achieved ranking as #1 Sales Executive and received 100% of quarterly bonus for exceptional account management and sales performance - 2003 and 2005
- ◆ Exceeded sales quota by 140% - 2001 to 2005
- ◆ 100% customer retention and 100% monthly recurring revenue - 2003 and 2005
- ◆ Creatively managed a 1200 plus customer and prospect base effectively and profitably.
- ◆ Retained underachieving and unhappy accounts by fixing relationships.

Newgen Results Corporation – San Diego, CA

1991-2000

Newgen was the largest provider of CRM products and loyalty marketing services for franchised dealerships.

Senior District Manager

Managed the Central Region sales force whose primary responsibilities were to sell the entire loyalty suite of Customer Relationship Management (CRM) products. Recruited, hired, trained and managed Regional Marketing Specialists for the purpose of assisting the field sales staff in new business development through the regional implementation of successful marketing strategies.

- ◆ Ranked #1 nationally from 1998 to 2000
- ◆ Sales performance continuously ranked in the top 5% nationwide
- ◆ Revenues in excess of \$15,000,000.
- ◆ Increased new-product penetration from zero to \$175,000 within one month by spearheading creation and implementation of highly effective marketing campaigns
- ◆ District was the national leader in client retention, billings per client and product penetration.

EDUCATION & CREDENTIALS

Bachelor of Arts in Business Administration,
COLORADO STATE UNIVERSITY – Fort Collins, CO

Professional Training:

Certified Instructor Program & Spin Selling Training Class – The Cobalt Group
Human Relations & Public Speaking Courses – Dale Carnegie Seminars

Affiliation:

Association of Automotive Internet Sales Professionals (AAISP), 2006 to Present