

AWARD-WINNING EXECUTIVE LEADER

Operations, Sales & General Management

Reputation and career built on accepting challenges, quickly identifying the problem, formulating a plan, and executing.

It starts with people—customers and team support/development—doing so has consistently delivered goal-exceeding results.

Gained broad knowledge of end-to-end automotive commerce throughout career spanning product marketing, sales, business development, and field operations.

CAREER HALLMARKS

- Recognized emerging trend of industry moving toward diversification. Developed business plan and strategy to launch Minority Dealer Business and grew from zero to being a \$100M+ business.
- Turned around Canada operation, which was under consideration to be dropped, and led to achieve 50% sales growth and #1 sales ranking averaging 120% of sales per month.
- As Chief Customer Experience Officer, led customer experience efforts and implemented Net Promoter System globally.

PERFORMANCE RECOGNITIONS

Lifetime Achievement Award (2019)
3X Presidential Board of Directors and Pewter Award
17X President's Club Award Recipient
President's Award for Business Quality (FY'18)
President's Balance Performance Award (FY'12)
President's Challenge Award (FY'06)
Marketing Outstanding Leadership Award (Crystal)

PROFESSIONAL EXPERIENCE

CALHOUN COLLEGE, Huntsville, Alabama | January 2020–Present

T GRAHAM BUSINESS CONSULTING LLC, Huntsville, Alabama | July 2019–Present

CDK GLOBAL, Hoffman Estates, Illinois | October 2014–June 2019

Vice President, Sales / General Manager, Enterprise Accounts Group September 2018–June 2019

Appointed to lead and strengthen Top 10 Retail Automotive Group (10 largest accounts), including publicly traded Retail Automotive Groups. Continued to serve as Executive Leader to CDK Minority Dealer and Women Retail Business.

Opportunity: Enter role mid-fiscal year and follow an existing sales/revenue plan, while integrating large acquisition (finalized within months of entering new role).

Actions: Identified growth opportunities within each of the top 10 accounts in collaboration with Enterprise Account Directors. Prioritized opportunities based on total value and implementation timeline (focusing on quick implementations). Integrated new acquisitions' products successfully into offerings. *As a result ...*

Grew revenue 15% YTD and signed 3 Enterprise Account deals within first 6 months.

Chief Customer Experience Officer / VP & Regional General Manager February 2016–September 2018

Promoted to executive-leadership team (only one retained under new CEO) and served as Customer-First Advocate for company globally while continuing to lead Central Region operations and Minority Dealer and Women Retail Business.

Opportunity: Ensure all customers' voices are heard and represented as new ELT acclimated to company under new CEO.

Actions: Implemented systems, standards, reporting, scorecards, and processes for the customer (i.e., NPS, Customer-First Strategy, and global KPIs), and used data analytics to drive customer service. *As a result...*

Achieved 171% of Plan (2018) and finished #2 in overall sales.
Realized 190% of Plan (2017), #2 in overall sales, and #1 in Renewal Business for 2nd consecutive year.

- **Finished #1 nationally**—for 8th consecutive year—and led Region in Deal Quality/Discount Management.
- **Grew (by double digits!)** Minority Dealer Business revenues and continued to gain market share in FY'17 and FY'18.
- **Increased (by double digits!)** Women Retail Business sales in FY'17 and FY'18.

Vice President and Regional General Manager

October 2014–February 2016

Following Automotive BU spinoff from ADP in 2014, led Central Region Operations and Small Dealer Segment (DASH); continued to lead and nurture Minority Dealer Business and Women Retail Business.

Opportunity: Ease customers' concerns—thinking that because company split, the quality of service and support would decline.

Actions: Continued to be the face of the company (sense of familiarity) and delivered quality service. As a result ...

Increased regional revenue 10% and profits 9% in FY'16; delivered 8% revenue and 6.5% profit increase in FY'15.

- **Skyrocketed Minority Dealer Business** by doubling revenues and continuing to aggressively gain market share.
- **Reorganized and stabilized** Small Business Segment (DASH Business).
- **Officially launched** CDK Women Retail Business—supporter since 2001.

ADP DEALER SERVICES, Hoffman Estates, Illinois | June 1993–October 2014

Recruited and subsequently promoted through roles of increasing responsibility, yet consistently delivered award-winning results.

**Vice President / Regional General Manager of Midwest and Southwest Regional Operations
Minority Dealer Business and Small Dealer Business (DASH) Leader**

May 2009–October 2014

Opportunity: Turn around underperforming region experiencing customer and account issues.

Actions: Turned SW region (largest book of business for ADP / \$250M+) around by hiring new team, standardizing billing, and actually talking to/visiting customers. As a result ...

Achieved double-digit revenue, profit, and sales growth.

Vice President / Regional General Manager

July 2003–May 2009

Opportunity: Reinvigorate well-performing region following a failed attempt by preceding GM to maintain positive regional performance. (That GM had replaced a legendary customer-centric GM who later became CEO of CDK.)

Actions: Reinstilled customer-first focus to not only maintain level of service but exceed it. As a result ...

Led Midwest Region to double-digit revenue, profit, and sales growth.

EARLY ADP ROLES AND KEY WINS

Vice President, Sales Canada & Minority Dealer Business

December 2001–July 2003

Vice President, Sales & Business Development

June 1999–December 2001

Vice President, Product Marketing & Product Management

June 1996–June 1999

Director of Product Marketing

June 1993–June 1996

- **Increased Canada sales 50%** by turning around dysfunctional operation; led Canada to #1 Sales ranking in entire ADP portfolio—averaging 120% of sales objective/month.
- **Championed development** of ADP's presence in Minority Dealer Market Segment, while achieving 132% of Plan.
- **Grew ADP market share** 10%+ and revenues 20%.

MEMBERSHIPS

Christian Tabernacle Church – Board Member | Alabama State University – Dean's Advisory Board
National Black MBA Association | Omega Psi Phi Fraternity, Incorporated

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration in General Administration | Central Michigan University | Mt. Pleasant, Michigan
Bachelor of Science in Computer Information Systems | Alabama State University | Montgomery, Alabama

Professional Development: Disney Institute CX Leadership Summit, CDK Global Transformational Leadership Program, Northwestern 10 Day MBA, AACSB International Bridge Program