

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.