

Rachan Sunchu

FINANCE & INSURANCE CONSULTANT

SUMMARY

An accomplished leader and achiever as a Finance & Insurance Consultant with over 18.5 combined years of Harley-Davidson knowledge and experience: in-dealership (7) and multiple regions for HDFS (11.5).

EXPERIENCE

Finance and Insurance Consultant Harley-Davidson Financial Services

Sep 2010 - Present

- Current FIC for the Southern California region (5 years). Previous FIC of the Rocky Mountain region (6.5 years). Longest tenured FIC with in-dealership Harley-Davidson experience.
- Presently working with and maintaining relationships with some of the nation's largest high-value dealer groups including: Veracka, Rodin Younessi, RumbleOn/RideNow, John Morotti, and The Wise Group (Rami Yanni).
- In 2021, the SoCal Region increased year-over-year new funded dollars, 29.91%, and used funded numbers increased by 10.17% - both of which were the largest increases in the U.S. West Region. This was achieved by loyalty and gaining buy-in and engaging dealers with the H-D Certified program.
- Following the values of Fair, Honest, Positive, Creative (FHPC) in all aspects of work/life. Holding myself to a high set of standards and aligning with the Hardwire initiative: fair minded, being transparent, supporting H-D/HDFS leadership, optimistic about the future, challenging the norms. Being present, punctual and actively engaged are values that I embrace on and off the job.
- Partnered with fellow FICs to accomplish training initiatives both on-site and virtual. Implemented weekly "Open Forum Fridays", Compliance, and Fraud webinars for the SoCal Region. Conducting business virtually has also led to the creation of "Save a Deal" webinars.

Sales Manager / F&I Manager Outpost Harley-Davidson - Pueblo, CO

Sep 2003 - Aug 2010

- Managed daily business operations, business to business relationships, improved customer satisfaction, as well as growing dealership profitability.
- Responsible for the financing and insurance of all motorcycle sales and all related products and services. Developed and implemented Outpost Rentals L.L.C., a motorcycle rental company.
- Counted and reconciled daily deposits, which included all daily, monthly and year-end reports.

EDUCATION

Master of Business Administration San Jose State University

Jun 2013 - Jun 2015

Bachelor of Business Administration Northeastern University

Sep 1998 - Jun 2002

CONTACT

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PERSONAL ATTRIBUTES

- Commitment to excellence and quality
- Multi-tasking
- Results-Oriented
- Leadership
- Team player
- Self-Directed

AWARDS / ACCOMPLISHMENTS

- Finance and Insurance "Consultant of the Year": 2012, 2013, and 2014.
- 2017 Commercial Products "Partner of the Year"
- 2018 Jim Christner Insurance Products "Partner of the Year"
- AFIP Certified (Association for Finance and Insurance Professionals). Achieved Lifetime Master in 2020.
- Completed over 220 HDU Pace/Prosell/PHD courses dating back to 2003.