**Clark Grace**

[ClarkJGrace@gmail.com](mailto:ClarkJGrace@gmail.com) │ (905)-802-7213 │ https://www.linkedin.com/in/clarkgrace/

*Client-focused team player able to work collaboratively or independently to efficiently deliver results and exceed expectations. Passion for sales, marketing, initiative, strong work ethic, and excellent attention to detail. Bilingual (French & English).*

*Dual Citizen (US/Canada), willing to relocate.*

**PROFESSIONAL EXPERIENCE**

**General MotorS of Canada Company**

***District Manager - Sales*** *Waterloo, ON* ***/*** *Thunder Bay, ON* ***|*** *August 2017 – Present*

* Developed growth strategies in: New & Used Vehicle Sales, Accessory Sales & OnStar Sales growth
* Created and executed the analytics roadmap needed to drive overall business objectives including lead management, BDC processes, marketing expenditure and more.
* Achieved strong marketing, advertising and promotional sales performance by influencing key dealer partners’ initiatives – such as the implementation of upgrade events, spring truck sales and fall SUV sales.
* Developed strategies to target new customers, lead provincial market share growth in Ontario in 2017 and 2018
* Promoted to a more competitive, higher-volume territory in Waterloo, ON, after 18 months in Thunder Bay

**General MotorS of Canada Company**

***District Manager - Vehicle Technology*** *Halifax, Nova Scotia* ***|*** *July 2016 – August 2017*

* Focused on improving client experience during the automotive purchasing journey at 37 dealerships across Atlantic Canada
* Educated dealership owners and sales personnel on new selling techniques, buying processes and enhanced delivery methods, leveraging new in-vehicle and in-dealership technologies to create competitive advantages
* Promoted new ideas and technologies to drive a culture shift within General Motors and its dealerships. Moving away from the traditional model of selling to a modern, tech-centric and customer-focused process.
* Launched four all-new mobile applications, including MyChevrolet, increasing adoption rates (+35%) and paid subscribers (+8%)

**Office of Automotive and Vehicle Research (OAVR)**

***Marketing Coordinator*** *Windsor, Ontario* ***|*** *February 2014 – August 2015*

* Successfully led as Project Head for a major automotive cross border study funded by the Federal Government. Led a 6-person team, coordinated interviews with 50 North American auto suppliers
* Coordinated and led national marketing initiatives and promotional events targeted to Canadian automotive suppliers
* Led the organization’s communications to major automotive manufacturers (Toyota, Ford, Honda, GM etc.)
* Planned and led diverse promotional activities, logistics and on-site support initiatives for a major Automotive Conference ("*The State of the Declining Automotive Manufacturing Industry in Canada*”, which hosted 200 attendees including leaders and politicians)

**EDUCATION**

**UNIVERSITY OF WINDSOR**

***Bachelor of Commerce (Honours)****,* Odette School of Business  *2014-2016*

**UNIVERSITY OF MICHIGAN**

***Bachelor of Economics***, College of Literature, Science and the Arts *2012-2014*

**AWARDS & HIGHLIGHTS**

*Academic All-Canadian (2016)* **|** *Dean’s list, Odette School of Business (2016)* **|** *Captain, Lancers Varsity Football (2013 - 2016)* **|** *Special Teams Player of the Year Award (2014)* **|** *2013 Freshman Athletic-Academic Excellence Award (Michigan)* **|** *Member of Michigan Wolverines NCAA football team (2012-2013)* **|** *Runner-up - 2013 Outback Bowl (NCAA FBS Bowl Game)*