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# Objective

I am seeking a challenging position as an Automobile General Manager to enhance my skills and knowledge in a well-reputed organization and allow failures to breed innovation. Establish new control systems/ procedures to meet quality standards and objectives with set budgets and regulations.  Believing that problem-solving skills, multi-tasking, and effective team-working significantly increases efficiencies and productivity while decreasing downtime and reducing company costs.  I am now looking to make a significant contribution to breed a culture of Market Dominance and foster a culture of innovation.

## Experience

**Service & Parts Director, Diablo Subaru, Walnut Creek California 2019**

* Was tasked to hire and build a Fixed Operations team consisting of a Service Manager, Parts Manager, Assistant Parts Manager, Warranty Administrator, Shop Foreman, and a skilled group of tenured Automotive Technicians.
* Training Parts Manager, Service Manager, Warranty Administrator for month-end reconcile process and accounting guidelines.
* All fixed operation receivable schedules were maintained for less than 60 days. Cash schedules less than ten days
* I created an accountable reconditioning process and systems for the Used Car Department to lower cars from 30+ days from the truck to front line to less than five days.
* Created a separate detail department to support sales team efficiency. Added 350K of detail net profit in 2 years.
* Helped GM and Office Manager determine what services can be performed in-house to maximize in-house net profit.
* Increased Technician count from 12 to 25 in 10 months.
* Review and manage ELR, Shop hours, Revenue. I make sure that gross and net profit follow company benchmarks. Personnel >40%, Semi Fixed >13%, Fixed >22%
* Reviewed the service and parts pricing structure to fit the brand and market location for a healthy profit
* We eliminated wasteful expenses in the parts department, such as carrying cost.
* We reassessed Parts Department goal priorities to match net profit goals.

**2020 Most Recent highlights**

* 116% YOY Service and Parts Operating Profit increase (1.7 Million) 2019-2020
* 394.3% YOY Service and Parts Operating Profit increase (1.2 Million) 2018-2019
* 2020 CSI/OLP score of 860 (National 822)

**Service Manager, BMW of Fremont Auto Nation, Fremont, California 2018**

* Review weekly/daily productivities with ten service advisors, including one internal advisor, so that effective labor rates, hours per RO, and gross per RO standards are met.
* Review and ensure tire, battery, brake, and preventative maintenance penetration are met.
* Review and ensure the service department's Net Promoters Score (CSI) are above minimum standards. Daily coaching of lot assistants, BDC staff, and cashiers ensures all departments are running fully.
* Solve customer challenges and discussing appropriate options that would satisfy the customer while maintaining good store profitability.
* Review loaner KPI's such as length of the loan and car utilization.
* Review all outside vendor invoices for accuracy and approve for payment.
* Ensure that all service department staff is performing proper timekeeping.
* Coach and assisted parts manager with proper parts inventory practices.
* Review parts inventory KPI with parts manager daily to ensure availability, fill rates, and inventory turns maximized.

**Service and Parts Director, Sojitz Auto Group, Concord, California 2017**

* Handled the tasks of analyzing sales, expenses, and inventories monthly to achieve goals of profit. Reported directly to our VP of Dealerships.
* Led and mentored a Fixed Operation Management team of 3 Service Managers, 2 Assistant Managers, 3 Parts Managers, and 2 Assistance Parts Managers. Dealerships had a combined technician count of 90, 27 service advisors, 80 plus parts and service support staff.
* Set corporate guidelines and consistencies throughout 3 BMW & MINI Dealerships, 1 Audi Dealership, and 2 BMW Certified Collision Body Shops.
* Ensured all dealership's OSHA and safety regulations were being complied with by Fixed Operation Departments.
* Met with Service Managers daily to ensure service goals such as CSI, HPRO, ELR, daily appointments, and Loaner Car length of the loan were met.
* Met with Parts Manager daily to ensure parts processes such as inventory turns, days' supply, obsolescence, and accounting discrepancies were handled on time.
* Mediated quarterly performance conference calls with Fixed Operation Departments.
* Consistently seeking out the best talent and developing them.  Coached and developed employees by encouraging their input and then implementing those ideas and strategies that positively benefited both the departments and the employees.
* We reviewed the Manufacture's Dealer bonuses to ensure achievement in the healthiest manner by all departments.
* Met with IT team every week to ensure proper infrastructure was set for Fixed Operation Team.

**Parts Director, Sojitz Auto Group, Weatherford BMW, BMW & MINI of concord, BMW of San Rafael 2014-2017**

* Handled the tasks of analyzing sales, expenses, and inventories monthly to achieve goals of profit. Reported directly to our VP of Dealerships.
* Led and mentored a Parts Management team of 3 Parts Managers, 2 Assistant Parts Manager, 1 Parts Department Wholesale Director.  Dealerships had combined parts advisor group of 25, with a combined support parts staff of 40.
* Analyzed the parts departments' operation and used Lean Six Sigma methodology to streamline parts process with wholesale deliveries, parts organization and inventory, and efficient parts staffing.
* We developed processes in parts that maximized BMW bonuses year over year.
* We developed an E-commerce team to increase internet sales and strategically price parts.
* Authorized credit accounts and worked with the Wholesale Director for review of delinquencies.

**Parts Manager, Hendrick Automotive Group East Bay BMW in Pleasanton 2005-2013**

* Responsible for supervising stock order procedures and healthy inventory levels.
* Responsible for developing sales promotions for various automobile parts.
* Analyzed the operation of the department and provided technical assistance to the employees.
* Handled the tasks of analyzing sales, expenses, and inventory monthly to achieve goals and profit.
* Managed a staff of 20, including an additional contracted delivery staff of 3.

**Most Current Career Highlights**

* Assisted four dealership acquisitions, three manufactures within four years.
* Contributed to BMW's Prestigious "Center of Excellence" award at four different Dealerships for a total of 9 times, 3 of which were first-time winners.
* Successfully combined three dealerships sales to achieve top tier BMW bonus of 750K in 6 months.
* Increased Revenue in all departments a minimum of 20%, gross increases of up to 75%.
* Promoted and trained Parts and Service Managers and fixed operation staff.
* Nominated and voted to be BMW's Northern California Parts & Service VP
* Recorded record gross and net profitably in both service and parts multiple years.
* Highest store Service CSI Score of 98.3 with in the second month of responsibility.
* We reduced the Loaner Car length of loan from 4.25 to 2.5 within three months.
* Implemented wholesale co-op operations with multiple dealers, creating a wholesale supercenter and strategically increasing profits by creating new pricing standards for wholesale IRF's

**Areas of Expertise**

* Sales and Business Development
* Attracting Staff, Hiring, Training & Supervision
* Meeting Strict Deadlines
* Budgeting/Estimating & Execution
* Effective Corporate Brand Management
* Parts Inventory Management
* Social Media Market Places
* Amazon & eBay Sales
* Parts Logistics
* DMS proficiency with CDK/ADP and Reynolds
* Accounting Principles
* IT fundamentals
* Independent and collaborative thinker
* Business Planning
* Customer Service

**Skills**

* Coaching and mentoring, keeping the integrity, and passing on the same attitude to employees.
* Highly self-motivated, energetic, and assertive
* Highly proficient in Excel (including Basic Macro building).
* Proficient in Microsoft Suite, including newer collaborative software systems such as Teams.
* IT operations, including basic networking.
* Inventory Management
* Brand Management
* Ability to handle multiple tasks and make sound decisions.
* In-depth knowledge of BMW systems like BSC, Atlas, SRD, BMW DCS net, and BMW Center Net.
* Possess excellent management and supervisory skills.
* Ethically honest, great relationship builder.
* Ability to perform tasks responsibilities safely and accurately.

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| References: | | |
| 1. | Ron Ericsen  Controller  BMW Concord  1967 Market Street  Concord, CA 94520  925-323-5258  rone@bmwconcord.com | Relationship: work associate at BMW Concord from March 2014-November 2017 |
| 2. | Bruce Ultsch  Used Car Manager  Weatherford BMW  750 Potter Street  Berkeley, CA 94710  510-915-7244  bruce.ultsch@weatherfordbmw.com | Relationship: work associate at Weatherford BMW from July 2015-November 2017 |
| 3. | Keith Bean  Advance Leadership Instruction for Executives  Master Sergeant, USMC (Retired)  Clarkston, Michigan  248-459-5806  chris.vann@penskeautomotive.com | Relationship: network partner at BMW from January 2007-Current |
| 4. | Alex Nop  Parts Director  Sunwise Auto Group  750 Potter Street  Berkeley, CA 94710  925-325-0327  alex.nop@weatherfordbmw.com | Relationship: work associate at Weatherford BMW from March 2014-November 2017 |
| 5. | Jang Hwang  Regional Operations Manager  BMW of North America  1150 S Milliken Ave  Ontario, CA 91761  619-890-4265  jang.hwang@bmwna.com | Relationship: Brand Representative at BMW NA from October 2013-November 2017 |
| 6. | **Pamela Ybarrolaza**  Controller  East Bay BMW  4350 Rosewood Drive  Pleasanton, CA 94588  925-698-1222  solodancer@comcast.net | Relationship: **work associate**  at **Eastbay BMW** from **July 1999- October 2013** |