

WILL JOHNSTON

Charlotte, NC 23099 | 543.444.3456

wjohnston@gmail.com | LinkedIn.com/in/wjohnstonnc

CAREER SUMMARY

Automotive Dealership General Manager • Executive Director, Automotive

- **An influential, award-winning automotive General Manager** with 20+ years of experience delivering record-breaking growth and profitability through exceptional leadership, innovative strategy and refined sales & marketing capabilities.
- **An energizing, culture-focused coach and mentor.** Committed to providing employees clear vision, meaningful feedback and motivating them to achieve unprecedented results. Have developed team members who, today, are senior managers and executive leaders.
- **An NADA Academy graduate** with broad and deep understanding of operational best practices, financial management, cost controls, compensation structuring and policy / program development.
- **A lifelong automotive industry professional** whose teams consistently outperform revenue goals and maintain an unwavering commitment to operational effectiveness and customer satisfaction.

AREAS OF EXPERTISE

- | | | |
|-------------------------|--------------------------|------------------------------|
| ▪ Operations Management | ▪ Negotiation | ▪ Data Analysis |
| ▪ Team Leadership | ▪ Forecasting & Planning | ▪ Customer Satisfaction |
| ▪ Sales / Marketing | ▪ Inventory Control | ▪ Advertising & Promotions |
| ▪ Financial Management | ▪ Leadership Development | ▪ Performance Revitalization |

PROFESSIONAL EXPERIENCE

Bob Smith Automotive Group, Charlotte, NC

2010 – Present

Multiple-store automotive dealer group offering new and pre-owned vehicles, expert service and parts. Brands represented include Buick, GMC, Cadillac, Lexus, Toyota, Scion, Ford and Hyundai.

General Manager

Aggressively recruited into a Used Car Manager (Buick, GMC, Cadillac) role then quickly promoted to General Sales Manager (2010) and General Manager / Dealer Principal (2012). Oversee all day-to-day business operations for the organization's Lexus store, including new and used car sales, service and parts. Directly supervise a high-performing team, with direct responsibility for 50+ employees.

- **Shattered all-time gross and net profit records across 2012-2015**, achieving double digit growth results in Parts, Service, New and Used Car sales – all while concurrently managing a major remodel construction project at the dealership. Generate \$1M+ in net profits annually.
- **Hired, developed and shaped several top leaders.** Created a nurturing, performance focused environment that enabled seven inexperienced employees to grow into management level positions.
- **Named #1 Lexus volume dealer in the State of North Carolina (2013, 2014) and #1 Lexus volume dealer in the district three years in a row, 2011-2014.**

Dorbach Ford Group, Charlotte, NC

2009 – 2010

Automobile dealer providing new Ford vehicles and quality used cars to customers in Charlotte, Davidson & Pineville

General Sales Manager

Capitalized on an opportunity to continue developing as an automotive GM while gaining equity share in this Charlotte, NC-based Ford dealership. Doubled average gross and value within 10 months.

Blissville Chrysler-Jeep-Dodge, Cleveland, OH**2000 - 2009**

A member of The Blissville Automotive Collection – a high-volume automotive dealer group providing new Chrysler, Jeep and Dodge models as well as hundreds of used cars, trucks and SUVs.

General Manager / Retail Operations Manager

Following record-breaking performance at Venutti Chrysler, was recruited into the dealership's Used Car Manager role. Earned consistent promotions into New Car Manager (2004), General Sales Manager (2005) and Retail Operations Manager / GM (2006). As General Manager, oversaw all variable and fixed operations for one of the Top 50 Volume Chrysler Jeep Dodge dealerships in the United States. Directed a team of eight managers with indirect leadership over 60 employees.

- **Broke all-time records for both new and used car sales**, maintaining an ongoing sales volume of 250-300 units per month. Also delivered the highest profitability in dealership history.
- **Achieved the highest level of employee retention in company** by creating a supportive, empowering work environment that enabled professionals to grow and develop individually. Mentored several inexperienced employees who, today, serve as top dealership leaders.

EARLIER CAREER EXPERIENCE**Assistant Used Car Sales Manager, Venutti Chrysler, Cleveland, OH****1999 - 2000**

Led used car sales and supported overall department operations. Also managed used car inventory at local automobile auctions. Surpassed all sales quotas, delivering record-shattering department results.

Used Car Sales Consultant. Morristown Volkswagen Buick, Morristown, OH**1998 - 1999**

Consistently ranked as the dealership's top used car sales consultant

EDUCATION**Bachelor of Arts, Communications**

Michigan State University, East Lansing, MI

National Automobile Dealers Association (NADA) Academy Graduate (2013)

BOARD AFFILIATIONS**Member, Board of Directors – Pineville Custom Car Manufacturers, Pineville, NC****2013 – Present**