

Steve Brazill

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Former business owner/executive with leadership and teaching experience in higher education. Business and Education are remarkably similar from a management perspective: Success requires the ability to *assemble* teams of talented individuals, *communicate* vision and goals, then *lead* diverse individuals to defined objectives. Results always matter. I am at ease launching new organizations or leading turnarounds of existing teams. Common threads in the narrative below are action, team-building, and results.

Professional Highlights

Northwood University	Cedar Hill, TX	
Adjunct Instructor		2014-present
Associate Professor & Division Chair, Management/Marketing		2012-2014
Assistant Professor & Department Chair, Automotive Marketing/Management		2005-2011
		<ul style="list-style-type: none">• Recruited, hired and supervised faculty in Management/Marketing Division. Upgraded faculty mix during 24% enrollment increase with zero increase in full-time positions.• Personally proficient in Traditional, Adult, International, and Online channels• Faculty Excellence Award, 2011• Professional Standards Committee, member 2008-2011
Lambton College/Jilin University	Changchun, P.R. China	
Academic Advisory Council		2011-present
Instructor		2007-present
		<ul style="list-style-type: none">• Launched first and only Automotive Industry Management program at a Chinese university.• Jilin is one of China's largest universities with 59,000 students and 6,500 faculty.
AutoSuccess Magazine	Louisville, KY	
Contributing writer of monthly editorial content		2008 -2010
Story Automotive Group	Lansing, MI	
General Manager/Operations Manager		2002 - 2005
		<ul style="list-style-type: none">• Assisted family-owned group of dealerships restructure after Oldsmobile termination. Reversed multi-year decline in new vehicle sales, profit and customer satisfaction scores at primary dealership which at one time was one of highest-volume Olds dealerships in the nation. Launched replacement point in new location with Buick/Pontiac brands.
Carcraft, Inc.	Mesquite, NV/Flagstaff, AZ	
President/Co-owner		1992 - 1996
		<ul style="list-style-type: none">• Founded and grew Warehouse Distributor providing emergency repair parts to major fleet operators of GM vehicles (FedEx, Alamo Rent-a-Car, Avis, U.S. Postal Service, etc.) at multiple U.S. and Caribbean locations until GM spun off its Service Parts Operations.
Pace Pontiac-Cadillac-GMC Truck, Inc.	Fairmont, WV	
Dealer/Co-owner		1984 - 1990

UNTD-Business/Brazill CV

- Purchased defunct store while predecessor-dealer was in jail on homicide charges and initiated complete re-start. Led 5-year rebuilding process that culminated in exceptional sales and customer satisfaction results. 1) Drove Pontiac's share of local market from 2.4% to 11.5% (compare to then-national share of 7.7% by Pontiac products). 2) Simultaneously earned 5th-best rank in nation among 3000+ Pontiac dealer body for satisfaction with the Sales and Delivery process as measured by customer surveys. Recognized by Pontiac as a Master Dealer. Was community's largest contributor to athletic scholarship fund at local college (Fairmont State).

Northern WV GMC Dealer Advertising Assn Fairmont, WV
President/Co-founder 1988 - 1989

Northern WV Pontiac Dealer Advertising Assn Fairmont, WV
Treasurer/Co-founder 1987 - 1988

North Central West Virginia Coalition for Prevention of Child Abuse
Founding Director/Executive Committee 1986-1988

National Car Rental

Promoted to National Account Manager Dallas, TX 1983-1984

- Grew revenue from Fortune 500-level commercial customers in South-Central U.S. Led negotiation on National's first-ever contract with General Dynamics (\$30,000,000 value).

Promoted to Executive Account Manager Dallas, TX 1981-1983

- Turned regional telemarketing operation from worst to first among National's four sales regions.

Promoted to Area Sales Manager Tampa, FL 1980-1981

- Managed relationships with commercial customers in Florida and Caribbean.

Sales Representative Detroit, MI 1979-1981

General Motors/Pontiac Division Rochester, NY
District Sales Manager 1977 - 1978

Educational Highlights

Texas A&M University-Commerce Commerce, TX
Master of Business Administration (MBA) 2009
Additional graduate hours (Marketing) 2015

General Motors Institute (now Kettering Univ.) Flint, MI
Certificate (Financial analysis, marketing/merchandising, fixed operations) 1976

Hillsdale College Hillsdale, MI
Bachelor of Economics/Business Administration 1975

Heritage Foundation Washington, D.C.
Research Intern 1974

The George Washington University Washington, D.C.
Undergraduate coursework 1974

Supplemental Information

Professional memberships:

TEXAS INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION
Associate Member (2006 – present)

AUTOMOTIVE WOMEN'S NETWORK, Dallas, Texas
Member (2006 – 2008)

ADVANCING WOMEN IN AUTOMOTIVE RETAIL ENTERPRISES, Ltd., Tampa, Florida
Board of Advisors (2006-2007)

NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Member (1985-1990)

NORTHERN WEST VIRGINIA GMC DEALER ADVERTISING ASSOCIATION
President and co-founder (1988-1989)

NORTHERN WEST VIRGINIA PONTIAC DEALER ADVERTISING ASSOCIATION
Treasurer and co-founder (1987-1988)

Professional presentations, speeches, etc.

JILIN UNIVERSITY/LAMBTON COLLEGE
Presentation: 13 Ideas to Keep Your Most Profitable Customers. (September, 2014).

JILIN UNIVERSITY/LAMBTON COLLEGE
Presentation: Special KPIs of Auto Dealers Who Survive; Changchun, People's Republic of China. (September, 2014).

JILIN UNIVERSITY/LAMBTON COLLEGE
Presentation: Comparison of operating processes in American auto dealerships and Chinese 4S Shops; Changchun, People's Republic of China. (September, 2013).

FAW-TOYOTA MOTOR SALES CO., LTD.
Presentation: Improving operating results with performance standards; Sanya, People's Republic of China. (November, 2011)

FORT WORTH INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION
Presentation: Marketing essentials in a changing environment; Fort Worth, Texas. (March, 2010).

AUTOSUCCESS ONLINE

Podcast: Reputation management in the digital age. (2010)

YOUNG PRESIDENTS ORGANIZATION (YPO), AUTOMOTIVE SECTION

Presentation: Change in the automotive distribution chain; Hollywood, California. (June 2009)

Miscellaneous presentations to civic organizations since 1985.

Publications:

We, Management. *AutoSuccess Magazine*. (2010, October).
Ready or not. *AutoSuccess Magazine*. (2010, September).
The value of a manager's minute. *AutoSuccess Magazine*. (2010, August)
Fix what your people can't. *AutoSuccess Magazine*. (2010, April).
Oops! At the speed of light. *AutoSuccess Magazine*. (2010, March).
Future shocks. *AutoSuccess Magazine*. (2010, February)
The more things change. . . *AutoSuccess Magazine*. (2009, December)
The merchant. *AutoSuccess Magazine*. (2009, October).
The Hansel and Gretel maneuver. *AutoSuccess Magazine*. (2009, September).
Game plans. *AutoSuccess Magazine*. (2009, August).
Managing Change, *AutoSuccess Magazine*. (2009, June).
Impressions. *AutoSuccess Magazine*. (2009, May).
Field trip. *AutoSuccess Magazine*. (2009, April).
Cash. *AutoSuccess Magazine*. (2009, March).
Playing with knives. *AutoSuccess Magazine*. (2009, February).
Smaller pieces, bigger profits. *AutoSuccess Magazine*. (2009, January)
If you can measure it, you can manipulate it. *AutoSuccess Magazine*. (2008, December)
Who sets the performance standards in your dealership? *AutoSuccess Magazine*. (2008, November)
Uninvited partners. *AutoSuccess Magazine*. (2008, October)
A crystal ball is not enough. *AutoSuccess Magazine*. (2008, September)
It's serious money. Get serious about executing. *AutoSuccess Magazine*. (2008, August)
Fighting Murphy's Law. *AutoSuccess Magazine*. (2008, July)
Poison in low doses. *AutoSuccess Magazine*. (2008, April)

Professional meetings attended:

2014 National Automobile Dealers Association (NADA) Annual Convention & Workshops; New Orleans, Louisiana

- Digital Retailing Secrets of the Top One Percent - Ali Mendiola
- Service by the Numbers: Seven Benchmarks of Success - Charlie Polston

2010 Texas Independent Dealers Association Convention & Workshops,; San Antonio, Texas

- Social networking as marketing tool
- Psychology of selling

National Independent Automobile Dealers Association (NIADA) Annual Convention & Workshops; Las Vegas, Nevada

Autotrader.com seminar in online marketing; Cedar Hill, Texas.

National Automobile Dealers Association (NADA) Annual Convention & Workshops; Orlando, Florida

2009 National Automobile Dealers Association (NADA) Annual Convention & Workshops; New Orleans, Louisiana

Texas Independent Dealers Association Winter Conference & Workshops; Austin, Texas

2008 China Auto Dealers Chamber of Commerce joint session with National Independent Automobile Dealers Association (U.S.), Panelist; Dallas, Texas

- Conference to explore mutual interests and market commonalities.

Automotive Women's Network/Spring Speaker Panel; Dallas, Texas

- Personal Branding

Higher Learning Commission, North Central Association of Colleges and Schools; Chicago, Illinois

- Assessment, Problems and Processes

National Automobile Dealers Association (NADA) Annual Convention & Workshops; San Francisco, California

- Emerging Chinese Markets

2007 Automotive Women's Network/Spring Speaker Panel; Dallas, Texas

- Servicing Our Customers (Virginia Washington, Ford Motor Credit; Suzy Gardner, AutoNation; Yolanda Dennis, Ford Customer Service Division).

National Automobile Dealers Association (NADA) Annual Convention & Workshops; Las Vegas, Nevada

- Fraud and Embezzlement (Ed McMillan, CPA, CAE)

2006 Automotive Women's Network/Fall Speaker Panel; Dallas, Texas

- Defining Market Generations (Dianne Craig, National Dealer Council Manager, Ford Motor Company)

Texas Independent Automobile Dealers Association (TIADA) Summer Conference/Workshops; Corpus Christi, Texas

- Licensed Dealers and Interstate Sales (Rob McBryde, eBay Regulatory Counsel)
- How the Internet Helps You Play With the Big Guys (Ralph Ebersole, Cars.com)
- Buy Here/Pay Here—Compliance, Repossession and Bankruptcy (Mike Dunagan, TIADA Counsel)
- Odometer and Title Fraud (Ray Grant, Chief Investigator—retired, Texas Motor Vehicle Division)

National Automobile Dealers Association (NADA) Annual Convention & Workshops; Orlando, Florida

- Increasing Technician Proficiency Through the Parts Department (Robert Atwood, NADA)

Automotive Women's Network/Spring Speaker Panel; Dallas, Texas

- The Internet and Its Impact on Dealership Operations (Tami Jones, Online Acct Exec, Dallas Morning News; Kellie McAllister, Reg Marketing Mgr, J. Walter Thompson; Dave Boyle, Sr VP Sales and Marketing, Mobile Productivity, Inc.; Stephen Talerico, VP Marketing, Sewell Automotive Companies)

2004 Relationship Marketing—Managing with Computer Application (Reynolds & Reynolds Co.)

Internet Marketing/GM BuyPower System (JD Power and Associates with General Motors)

National Automobile Dealers Association (NADA) Annual Convention & Workshops

- The E-Factor in F&I Profitability (Janet Kelly)
- Legal & Regulatory Update (Paul Metrey and William Neuman, NADA)
- Finding the Ultimate Prospect (Andrew Price, VP, R.L. Polk & Co)
- Hire, Train and Develop 20 Car a Month Sales People (Bob Carmack, Carmack & Associates, LLC)
- Internal Controls for Dealerships (Jodi Kippe, Crowe Chisek & Co)

2003 Finance & Insurance Compliance Seminar (Abbott Nicholson, PC and Detroit Area Dealers Assn.)

- 2002 National Automobile Dealers Association (NADA) Annual Convention & Workshops
- Determining the Value of Your Dealership (Todd Berko and Sheldon Sandler, Bel Air Partners, LLC)
 - Converting Frozen Capital into Cold, Hard Cash (Fred Samuelson, MRI Associates)
 - Are You Making the Sales Process Tougher Than It Is? (David Lewis, David Lewis & Associates)
 - Top Ten Secrets to Find, Serve and Keep Your Customers (Mike Price, Price Newcastle Dodge and Joe Jankowski, Schaefer and Strohminger Automotive Group)
 - Fundamentals of Really Good Inventory Management (Mike Nicholes, Mike Nicholes, Inc.)
 - What to Do Before the Government Comes Knocking (Robert J Bekken, Fisher & Phillip, LLC)
- 2001 National Automobile Dealers Association (NADA) Annual Convention & Workshops
- Increased Profit Through Cash Flow and Inventory Management (Randy Brenckman and Wayne Phillips, NADA)
 - Aggressive Ideas for Creating Quality Traffic (Grant Cardone, Cardone Training Technologies)
 - Working with Customers Through Internet/Phone/In Person (Jimmy Atkinson, Joe Verde Management Training)
 - Used Vehicle Inventory Management (David Martin, Mar-Kee Consulting)
 - Dealer Web Sites from a Consumer Perspective (Peter Martin, Expand Mail)
 - E-Commerce and the Law (Jim Minnis and Bill Price, NADA)
- 1999 Family and Medical Leave Act, Compliance Seminar (Casablanca Resort & Hotel)
- 1990 National Automobile Dealers Association (NADA) Annual Convention & Workshops
- Marketing Used Vehicles
 - Advertising
 - Service Department Management
 - Training Techniques
- 1980's National Automobile Dealers Association (NADA) & Twenty-Group Seminars.
- Multiple meetings, each including: financial and operating critique and analysis, marketing review and operating best practices. Meetings include twenty dealers of comparable size and product mix, moderated by NADA staff. Three sessions per year.

Dealership Accounting and Financial Controls (Motors Holding Division, General Motors)

Pontiac Master Dealer Conference/Workshops

Consulting:

Expert witness in product liability litigation.

Professional growth/development activities:

Periodicals regularly received/read:

Automotive News (North America edition)

Automotive News China Newsletter

AutoSuccess Magazine

Dealer Magazine

Texas Dealer

Digital Dealer

Dealer Fixed Operations

Used Car Dealer

Dealer Business Journal

The Wall Street Journal

General Motors Continuing Training for Dealership Management

- Autobook Computer Pricing Application
- Autobook for Non-Retail Orders
- Coaching for Success
- Demand Sensing
- Improving Salesperson Performance: Demonstration, Close, Delivery
- Using Distribution Reports
- Diverse Markets, Managing Penetration and Growth
- GM Messenger Computer Application
- GM Retail Operating System
- Improving Salesperson Performance: Greetings and Presentations
- Working Effectively with Internet Savvy Clients
- Locator Computer Application
- Order Management Part I
- Order Management Part II
- Managing Quality Deliveries

- Success Drivers for Sales

Seminars, training programs, etc., conducted for business and industry

Judge, National Independent Automobile Dealers Association Annual Quality Dealer Award (2006 – present)

Judge, Texas Independent Automobile Dealers Association Annual Quality Dealer Award (2006 – 2011)

Judge, South Dakota Independent Automobile Dealers Association Annual Quality Dealer Award (2007 & 2010)

Institutional services performed

ACADEMIC COUNCIL, Jilin University-Lambton College
Member (2011-- present)

PROFESSIONAL STANDARDS COMMITTEE, Northwood University
Member (2009 – present)

TEXAS QUALITY INITIATIVE COMMITTEE, Northwood University.
Co-founder & member (2009 – 2010)

Miscellaneous ad hoc committees, Northwood University

Awards, honors, and recognitions (educational and professional)

Faculty Excellence Award, Northwood University (2011)

Master Dealer Award, Pontiac Division, General Motors (1988)

Professionally-related community activities

TEXAS INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION

Judge, Annual Scholarship Competition

NORTH CENTRAL WEST VIRGINIA ASSOCIATION FOR THE PREVENTION OF CHILD ABUSE

Co-founding Director, member of Executive Committee (1986 – 1987 approx.)

