



Jason Mattia

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Automobile Dealership Specialist

Driven, innovative and influential Automobile Dealership Specialist has acquired 30+ years of impressive experience in automotive sales, dealership ownership and management. Started and currently own and manage a highly profitable Internet marketing and consulting firm, yet very eager to re-enter and engage in the automotive sales and marketing arena once more as an Interim General Manager.

Accomplished sales expert and extremely focused, thrives in challenging work environments, and possesses strong moral and ethical values. Sales and customer service champion with an unparalleled track record of exceptional sales performance, and verifiable excellence in employee relations, cost control, and client service. Consummate professional and developed a strong work ethic and sound business and risk management skills through perseverance, self-study and hard work. Compassionate leader that firmly believes in building meaningful relationships with manufactures, vendors, clients and making efforts to strengthen employee loyalty are key ingredients to achieving lasting success.

- ✦ Dealership Management/ Operations
- ✦ Finance and Insurance Management
- ✦ eCommerce/ Marketing
- ✦ Cost Control/ Risk Management
- ✦ Leadership & Mentoring
- ✦ Excellent Customer Service

Professional Experience

AutoEngage

Jan 2008 – Present

Managing Director and CFO
Santa Cruz, CA

- ✦ Owns and manages the sales, client relations and financial end of a successful firm that provides cutting edge consulting services and innovative marketing solutions for automotive franchises and dealerships. Including website design, search engine optimization, reputation management, photo studio implementation, overall dealership Internet strategy, and management coaching.
- ✦ Meet with networks of automotive dealership contacts to discuss their marketing and advertising needs and how the firm can help them achieve those goals.
- ✦ Planned, developed and organized the policies and procedures of the company; developed action plans, provided expertise in response to client needs; supported and advised project teams working on solutions for clients.
- ✦ Directed and advised staff in the development and implementation of sales and marketing strategies; planned, administered and controlled budgets for client projects, contracts, equipment and supplies.
- ✦ Represented the company within various business organizations; oversee the hiring, training and supervision of staff; advised staff on administrative and technical problems.
- ✦ Maintained vendor and manufacture relationships.

Stevens Creek Buick Pontiac GMC (Kuni Automotive)

2004 – 2008

President / General Manager (Minority Ownership)
Santa Clara, CA

- ✦ Managed all aspects of dealership operations and profitability, including supervising the activities of dealership staff, evaluating their performance, assigning their duties, determining staffing requirements and hiring.
- ✦ Studied market research and trends to determine consumer demand, potential sales volumes and the effect of competitors' performance on sales.
- ✦ Determined vehicles to be sold, and implemented price and credit policies; selected and procured vehicles for resale.

- ✦ Developed and implemented marketing strategies; planned budgets and authorized expenditures; resolved customer complaints as they occur, also created full dealership "Standard Operating Procedures".
- ✦ Negotiated new flat-rate union contract and withdrawal from pension plan without a strike, successfully helping the dealership avoid hundreds of thousands of dollars of potential liability; Increased employee productivity to 15%.
- ✦ Reduced expenses over \$2 Million per year, without decreasing advertising; successfully implemented a new incentive-based pay plan for all non-union employees; developed and marketed a 72-hour money back guarantee on all new and used vehicles.
- ✦ Successfully turned around a very unprofitable Body Shop with a \$300,000 increase in net profit, directly increasing efficiency from 100% to over 200%.
- ✦ Achieved profitability in a struggling Service Department and increased net profit to \$250,000, thereby increasing efficiency from 90% to 110%.
- ✦ Developed a marketing department and successfully launched an eCommerce division that was responsible for 50% of all retail sales.
- ✦ Launched a national website catalog for selling GM parts and accessories that achieved \$500,000 of sales online in the first year of operation; built a professional photo studio to market new & used vehicles online; increased unique monthly visitors to our website from 1,000 to 10,000 while reducing net advertising costs 25%.
- ✦ Maintained sales effectiveness in excess of 150%.; made the front cover of Digital Dealer in August 2007; received National recognition for Internet strategy.

Stevens Creek Buick Pontiac GMC (Kuni Automotive)

1999 – 2004

General Sales Manager
Santa Clara, CA

- ✦ Acted as General Sales Manager and performed the following functions: training sales consultants, new and used inventory management, forecasting, desking, advertising, managing the finance department, risk management, and establishing and maintaining manufacturer relationships.
- ✦ Achieved the following accomplishments in the dealership: increased sales from 100 to 200 a month within 120 days; increased sales effectiveness from 80 to 200% within 12 months; increased finance income from \$600 to \$1200 per unit; reduced risk and increased compliance; personally trained sales management team; attracted and retained new financial services staff; and developed new advertising plan that was more in-line with attracting e-Customers.

Other Work Experience

Varsity Ford

1998 – 1999

General Sales Manager for 2 Locations
Palo Alto, CA and Menlo Park, CA

Fremont Ford

1990 – 1998

Sales Manager and Finance Director
Fremont Ford, Mazda, Nissan, Volkswagen, Hummer
Newark, CA

South Bay Pontiac Cadillac

1989 – 1990

Sales Manager and Finance Director
San Jose, CA

Lucas Dealership Group

1987 – 1989

Sales Manager and Finance Manager
San Jose, CA and Colma, CA

Mike Harvey Dealership Group

1985 – 1987

Sales Manager and Finance Manager
Burlingame, CA

Bergland Chevrolet AMC Jeep Renault

1984 – 1985

Sales and Leasing Manager
Roanoke, VA

David Mattia Dealership Group
Various positions
U.K.

1980 - 1983

Technical Skills

- ✦ Proficient in eCommerce Marketing Management, Microsoft Word, Excel, PowerPoint and most Dealer Management Systems (DMS). Well versed in Windows and Mac OS. Basic HTML and other automotive software.
- ✦ Attended NADA and XL 2000 classes and countless other training programs related to the management of Automobile Dealerships.

References, Recommendations and Testimonials available on request.