

# Eric A. Ferits

Automotive General Manager

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## Profile

Forty-eight years of age, a graduate of the NADA Dealer Academy, highly motivated Automotive General Manager with working knowledge of both Variable and Fixed Operations. Over 20-years accomplished career track known throughout the industry for delivering and sustaining revenue and profit gains within highly competitive U.S. automotive retail markets. Exceptional communicator with a consultative sales style, strong negotiation skills, exceptional problem solving abilities, and a keen client needs assessment aptitude. Aggressively identify opportunities, develop focus, and provide tactical business solutions. Comprehensive operational experience with prestige auto brands: Mercedes-Benz, Audi, BMW, Jaguar, Lincoln-Mercury and Lexus. Proven track record of troubleshooting dysfunctional organizations, increasing sales, revenues and profit, while delivering brand-leading, award-winning employee and customer experience. Energetic leader recognized as automotive retail industry operational expert, addressed numerous industry seminars and conventions to guide and teach.

## Work Experience

### **AUTO RETAIL SOLUTIONS – Founder/General Manager**

10.2014 – Present

Providing training and consulting services to auto dealership management with a focus on process improvement, sales growth, and profit enhancement. Creator and presenter of comprehensive one and two-day training seminars that provide dealership management personnel with real world solutions to regularly encountered challenges.

- ◆ Training automotive executives and dealership management in winning sales process, creative marketing, customer experience, profit maximization and team leadership
- ◆ Developed personalized, tailored training, building customer relationships and trends in the automotive retail industry
- ◆ Featured presenter at 2011 and 2014 U.S. NADA Convention, San Francisco, CA
- ◆ Keynote speaker at the 2014 Adam Smith conference – “Auto Retail Russia”, Moscow, Russia
- ◆ Featured presenter to the Japan Dealers Association, NYC, NY
- ◆ Keynote speaker at the 2011 Russian NADA (ROAD) Convention, Moscow, Russia
- ◆ Keynote speaker at the 2016 “Automotive Co-Marketing Russia” Convention, Moscow, Russia

### **MERCEDES-BENZ OF NATICK – General Manager**

01.2016 – 08.2016

I was hired as a change agent to fix under-performing business and increase profitability across the product range. Hold full P&L responsibility for 3 standalone businesses: Mercedes-Benz of Natick, Chambers Motorcars of Natick, Chambers Collision Center Ashland through direct training, leadership, and supervision of over 150 employees.

- ◆ Worked with sales, service, body shop and finance management to develop companies sales goals and business plans
- ◆ Evaluated monthly revenues and prepared forecast
- ◆ Set monthly departmental goals and motivated sales, service and body shop personnel to achieve such goals
- ◆ Evaluated performance of the sales, service and body shop staff with weekly feedback
- ◆ Developed partnerships with local luxury businesses (Neiman Marcus, Steinway Pianos, Capital Grill, etc.) to secure third party cross promotions
- ◆ Reduced variable expenses by renegotiating all vendor contracts
- ◆ Reduced floor plan expense by implementing proper inventory management
- ◆ Increased Service and Sales CSI above OEM standards

### **NEW COUNTRY AUDI OF GREENWICH - General Manager**

09.2012 – 09.2014

Led all operations and increased profitability across product range. Managed massive turn-around through hands-on management and implementation of best in business systems and

processes. Hold full P&L responsibility for dealership performance through development and supervision of 100 employees.

- ◆ Increased Variable Operations GP by 13%
- ◆ Increased pre-owned vehicle sales by over 300%
- ◆ Increased pre-owned to new sales ratio from .31 in 2012 to .68 in 2013, and to .75 in 2014
- ◆ Increased F&I income by 37%
- ◆ Increased new vehicle sales by 5%
- ◆ Led dealership to number 2 in the U.S. in CPO Audi sales and number 11 in new vehicle sales
- ◆ Increased Fixed Operations GP by 18%
- ◆ Introduced new production-based pay plan, increasing gross per technician by 19%
- ◆ Decreased loaner cars expense by over \$200K annually
- ◆ Increased dealership net profit by 43%
- ◆ Awarded prestigious Audi of America "Magna Society" award for two consecutive years 2013 & 2014
- ◆ Included in the Crain Communications Inc. Automotive News list of "100 Best Dealerships to Work For" for two consecutive years 2013 & 2014

## **PENSKE AUTOMOTIVE GROUP/MERCEDES-BENZ OF FAIRFIELD – General Manager**

05.2005 – 08.2012

Grew business from a relatively small store to become one of the top 25 dealerships in the 350-unit global Penske Automotive Group (based on net income before interest and taxes). Led strong sales and excellent staff development. Hold full P&L responsibility for dealership performance through direct training, leadership, and supervision of 85 employees.

- ◆ Increased sales volume from 80 vehicles per month in 2005, to 200+ vehicles monthly in 2012
- ◆ Increased year over year new and pre-owned vehicle sales by 44%
- ◆ Awarded prestigious Penske Automotive Group "Winners Circle" award
- ◆ Grew vehicle sales throughout 2008-2009 economic crises to become the only Mercedes-Benz dealer in the NY Tri-State Area with YOY new vehicle sales increase.
- ◆ Recognized as "2010 U.S. General Manager of the Year" for Mercedes-Benz brand by Penske Automotive Group
- ◆ Made four times recipient of prestigious MBUSA "Best of the Best" award

## **EARLIER ROLES**

03.1995 – 05.2005

- ◆ **General Sales Manager**, Endurance Motor Cars / Endurance BMW
- ◆ **General Sales Manager**, Manhattan Auto Group / Manhattan Jaguar, Lincoln-Mercury
- ◆ **Director of Sales Operations**, Audi Park Avenue / Zumbach Audi
- ◆ **Sales Manager**, Ray Catena Lexus of Larchmont

## **Education**

### **NADA Dealer Academy**

03.2008 – 10.2008

- Automotive Dealership Management Program

### **Moscow State University of Transport (MIIT)**

09.1997 – 05.2002

- MBA in Marketing/Business Development

## **Skills**

### **Computer**

Microsoft Office: Word, Excel & PowerPoint; R&R; ADP; DealerSocket; vAuto

### **Business**

Dealership Management; Fixed Operations; Variable Operations; Strategic & Tactical Planning; Business Development/Acquisition; Target Marketing & Penetration; Sales Teams Development/Training/Supervision; P&L/Financial Reporting; Troubleshooting Dysfunctional Organizations; Competitive Sales Analysis; Customer Relationships; Budget Management; Staff Recruitment; Creative Marketing; Inventory Control; Policy Formulation; Vendor Relations; Sales Presentations/Closing; Contract Negotiations

### **Language**

Fluent in English and Russian