

LINKEDIN PROFILE

Contact Info:

Name: Eric J. Peters

Headline: Award-winning sales and operations executive and green marketing Subject Matter Expert

Summary: With a passion for sales generation, people leadership, and green marketing, I have earned a record of year-over-year profit gains and cost containment with a major US auto maker, while winning repeated promotions into progressively responsible executive roles. My contributions to ABC Cars' dramatic 2009 performance reversal include:

LEADERSHIP STYLE: Pushed US sales from 45.7 to 71.2% of ABC's business, embracing stretch targets and energizing teams with a compelling vision.

BEST-IN-CLASS MARKETING: Recognized by *Automotive News* for social blogging outreach as Top 10 major marketing move of 2010.

SALES & MARKETING RESULTS: Strengthened cash flow by slashing advertising budget 41% and lowering company vehicle inventory 47.3%. Restructured divisional headcount 17% and lowered promotional spending 47% for 2009.

GREEN MARKETING: Produced more fuel solutions than any other auto brand and designed symbols for 5 alternative fuel pathways later adopted globally.

“Great communicator. Great team-builder. Great leader in the eyes of dealers and wholesale teams.”

[John Weiring, VP of North American Sales & Marketing, ABC Cars]

Specialties: Breakthrough Sales Attainment | Green Marketing | Market Share Penetration | Revenue Generation | Digital Lead Management | Retail Sales Generation | Dealer Performance Maximization | Profit Turn Arounds

Experience:

Title: North American Vice President

Company Name: ABC Car Corporation

Industry: Automotive

Employment Dates: 2008 – Present

Job Description: Promoted to reverse declining sales growth and propel sales, marketing, advertising, PR, sales promotion, and product development to next-level performance for this division with \$35 billion in annual revenue. Achievement highlights:

MARKET SHARE PENETRATION:

>> Propelled 2010 market share from 8.4% to 12.7%, the largest industry mid-car segment rise and pushed sales to 31% total market share through the launch of best-in-class marketing campaign.

CRITICAL REVENUE GENERATION:

>> Increased car revenue 25% from \$12 billion to \$15 billion CYTD through brand-level margin success, aggressive cost containment, decreased spending, and strategic incentive management.

MEDIA & DIGITAL LEAD MANAGEMENT:

>> Drove “superlative” media share of voice to #1 industry-wide by investing leadership and presence in up to 30 constituent, media, and social networking interviews daily to promote award-winning products.

Title: Division General Manager

Company Name: ABC Car Corporation

Industry: Automotive

Employment Dates: 2005 – 2008

Job Description: Selected to spearhead market share recapture initiative for division producing 55% of sales revenue and contribution margin for US business. Achievement highlights:

RETAIL SALES MARKET DOMINATION:

>> Won 2009 North American Car of the Year honors, pushed retail sales 98% over 2008 and led XYZ to total sales leadership recognition in US market in 2008 and 2009, despite global economic decline.

MARKETING/COMMUNICATION INNOVATION:

>> Awarded 2008 Chairman's Honors for execution of "Live Green, Go Yellow" advertising campaign. Combated historic negative perception of brand and propelled fuel economy to consumer #1 reason for brand purchase.

Title: Northeast Region General Manager

Company Name: ABC Car Corporation

Industry: Automotive

Employment Dates: 2004 – 2005

Job Description: Strategized organizational realignment and 125 right people/right role shifts for region spanning 313 employees and 1,676 dealers in 14 states and DC. Achievement highlights:

MARKET-LEADING SALES GENERATION:

>> Won *Sales Championship Award* for driving the Northeast Region to #1 performance against objective. Posted largest parts/accessories increase (53%) and grew fleet commercial/government sales 30% year-over-year.

DEALER PERFORMANCE MANAGEMENT:

>> Fortified dealer marketing group collections from \$119 million to \$142 million and enhanced advertising share of voice in intensely competitive market.

Title: Vice President, Sales – XYZ Brand

Company Name: ABC Car Corporation

Industry: Automotive

Employment Dates: 2003 – 2004

Job Description: Produced best-year sales in the US market in 53 years, propelling profit margin 27%. Achievement highlights:

SALES, PROFIT MARGIN, & DEALER TURN-AROUNDS:

>> Spearheaded reorganization of field sales force into 5-region structure while managing a \$337 million incentive budget, lowering incentives per vehicle 6%, and boosting pre-owned sales from 98% to 124% - an industry-wide benchmark.

Title: Northeast Regional Sales Manager

Company Name: ABC Car Corporation

Industry: Automotive

Employment Dates: 2002 – 2003

Job Description: Tasked to strengthen dealer development and lead 110-member field sales force, 800 dealers, and all sales activities in 28 Northeastern markets. Achievement highlights:

RETAIL SALES PRODUCTION:

>> Steered regional attainment of 102% year-to-date sales, championing a channel-driven approach to business.

DEALER DEVELOPMENT:

>> Honored with President's Award for "*the most outstanding sales performance and dealer enthusiasm amongst 5 regions.*" Guided network sales performance improvement for 53 key dealers.

Education:

School Name: University of California Davis

Degree: MBA

School Name: Baruch College

Degree: BA in Economics with a Minor in Business Administration