

CORPORATE/ADULT TRAINING EXPERIENCE



On-Air Spokesperson



Team Leader—Dynamic
Vehicle Testing Programs



Test Course Designer

Trainer/Project Manager

Chrysler, Mercedes Benz, Nissan, Mitsubishi, Subaru, Toyota, GM, Infiniti, KIA, BMW, Dodge Trucks, Lexus, Bridgestone, Pirelli Tire; Nationwide

Contracted by automotive manufacturers to develop training programs, and instruct dealership personnel in product information, sales training and customer satisfaction skills. Specific areas of successful experience include:

- Developing and conducting classroom and hands-on training modules for personnel focusing on improving product knowledge, sales skills and interpersonal communication with consumers.
- Educating over 30,000 personnel on enhancing and integrating the sales, service and parts process, improving customer satisfaction and elevating the overall sales experience by applying corporate training philosophies.
- Conducted classroom workshops with Sales Managers to develop and improve the consumer learning process, product knowledge, Features/Advantages/Benefit (FAB) integration as well as customer relations skills.
- Featured spokesperson in numerous corporate product training videos, each designed to enhance product knowledge and sales techniques at the dealership level.
- Implemented one-on-one consumer sales programs for high-end corporate clients.
- Team leader for numerous training programs managing 5-25 personnel, travel and multiple venues across the U.S.A. Traveled extensively throughout the U.S.A. to implement sales training and customer relations strategy programs.
- Contracted to design, test and implement hands-on testing programs for emerging model line-ups. Responsible for determining product strengths and weaknesses, performance parameters and highlighting and translating results into applicable FAB information at the dealership level.

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ADDITIONAL CORPORATE/ADULT TRAINING EXPERIENCE

2009 **MA - Adult Education and Training – University of Phoenix**

2008 -2009 **Director – Curriculum Development and Instruction**
Driving MBA

Responsible for course development and management of training processes for industry-leading driver training simulation company. Developed and implemented Simulation-based Advanced Driver Education (S.A.V.E.), a certified, validated multi-platform, legally defensible corporate driver training program. Responsible for the training and management of approximately 15 instructors, multiple instruction disciplines, customer acquisition, interaction and relations, building trust relationships with corporate clients, and instructor hiring. Conducted ongoing platform instructional design review using ADDIE model. Enhanced classroom, CBT and LMS environments for multi-stage training process incorporating experiential, direct, indirect, visual and verbal learning elements.

2004 – 07 **Instructor/Coordinator— Emergency Vehicle Operations Training**
State of Nevada - Department of Public Safety

Responsible for the development and implementation of police driver training for all DPS personnel state-wide. Responsible for task analysis, curriculum development, equipment and instructor acquisition, course implementation and training. Member of Nevada DPS Driver Training Committee

2005-2007 **Instructor/Coordinator—Emergency Vehicle Operations Training**
Western Nevada State Peace Officer Academy

Credentialed P.O.S.T. / Nevada Community College District Instructor at regional law enforcement training facility. Conducted emergency vehicle operations classes to personnel from multiple law enforcement agencies. Responsible for development of state-mandated curriculum, classroom instruction, and on-site supervision and teaching including SKIDCAR training.

2002 **Advanced Driver Training Development Manager**
Nevada Automotive Test Center

Responsible for development and introduction of certified and validated training curriculum for in-house and client training projects. Developed all training manuals, evaluation procedures and specific skills-based exercises. Developed all marketing materials and program brochures. Conceived and created the A.V.E.R.T. (Advanced Vehicular Emergency Response Training) program for the United States Border Patrol to train their most specialized agents in operating under extreme conditions.

1999-2002 **Program Facilitator/Instructor**
Corporate Racing School

Contracted as venue facilitator and instructor for largest racing-oriented consumer reward program in U.S. History. Responsible for classroom instruction, consumer interaction, development of program curriculum and team management. Responsible for the safety and instruction of more than 2000 consumer participants since the inception of the program. As venue instructor, responsible for timely execution of program while ensuring safety of participants and over 2 million dollars in equipment.

1990-1991 **Lead Instructor**
Willow Springs International Racing School – Rosamond, CA