

Don Braemer

Owner, D&M Auto Training

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Summary

I have been in the automotive business for over 40 years, my expertise is in the Fixed Operations, having performed every function in Service-Parts-Collision Center and Total Store Management (General Manager) gives me the hands on experience to Lead, Teach, Train and Mentor TEAM's of associates to great levels of production and customer satisfaction.

My goal is to pass on the knowledge to all of the Fixed Operations Managers possible so they may grow, improve and succeed in this challenging business and economy.

Specialties

Sales Training, Financial analysis, Improving Net, CSI, ESI

Experience

Owner at D&M Auto Training

October 2008 - Present (2 years 10 months)

Management Leadership Education, Advisor Training, Fixed Operations Profitability Improvement Training, Organizational Process Training, Merchandising for Return on Investment, Fixed Operations Buy/Sell Representation.

4 recommendations available upon request

Senior Manager/Leader at D&M Auto Training

January 2008 - Present (3 years 7 months)

with 40 years plus of extensive experience in Fixed Operations Development. Skilled in Service, Parts and Collision Center Improvement through TEAM work, Training, Associate development, Processes and Procedures. Excellent background in Teaching and Training Store Management on What, How, and When to make the changes that will improve the Organization, Sales, Gross and Net Profits. Experienced in developing and implementing regional and national corporate Programs and Policies as well as training Processes and Associate improvement in stores.

1 recommendation available upon request

Consultant/Trainer at D&M Auto Training

January 2008 - Present (3 years 7 months)

Visit Dealerships review their statement, current operation and implement changes to improve their Sales, Gross, Net, ESI and CSI, also trained associates to sell needed services.

Corporate Fixed Operations Director at Sonic Automotive Inc.

August 1998 - June 2008 (9 years 11 months)

Responsible for Regional and then National Fixed Operations growth, training, and Net Improvement for 166 dealerships. Traveled the country calling on the Dealerships to review, receive buy in and write Action Plans, then follow up on completion to improve Sales, Gross, Expense Control, Net, CSI, and ESI.

16 recommendations available upon request

Corporate Fixed Operations Director at Sonic Automotive Inc

January 1998 - January 2008 (10 years 1 month)

Managed Fixed Operations due diligence requirements on Buy/Sells, Performed on-boarding, training and hiring processes for newly purchased stores throughout the United States.

Visited and assisted stores with growth opportunities in Fixed Operations to improve their bottom line.

Assisted with review and gave input to existing and new processes and procedures for Fixed Operations.

Regional Fixed Operations Director at Sonic Automotive

January 1997 - January 1998 (1 year 1 month)

Handled all required metrics, growth and processes for the Florida Region with 14 stores in the state. Developed and implemented regional meetings and training processes nationwide. Authored and assisted the building of the Road to a Sale, ASR Process, Active Delivery Process, and CSI Process for all existing stores, which enhanced store operations, with increased bottom line profits.; Owned and Operated a fixed Operations consulting business assisting Dealerships in the Orlando area with becoming more profitable and organized.

15 recommendations available upon request

Fixed Operations Director at World Chevrolet

January 1986 - January 1997 (11 years 1 month)

Directed Service, Parts and Collision Center Operations, Hired staffing, improved CSI and Profitability through TEAM WORK, Leadership, and Teaching, listening and supporting the associates.

Installed policies and procedures to maintain and increase the owner base as loyal return clients.

Fixed Operations Director at Royal Oldsmobile

January 1980 - January 1986 (6 years 1 month)

Directed Service, Parts and Collision Center Operations, Hired staffing, improved CSI and Profitability through TEAM WORK, Leadership, and Teaching, listening and supporting the associates.

Installed policies and procedures to maintain and increase the owner base as loyal return clients.

Master Technician and then Service Manager at Tesearo Chevrolet

January 1974 - January 1986 (12 years 1 month)

hired staffing, improved CSI and Profitability through TEAM WORK, Leadership, and Teaching,

listening and supporting the associates.

Installed policies and procedures to maintain and increase the owner base as loyal return clients.

Apprentice Plumber/Steam fitter at GE

January 1970 - January 1974 (4 years 1 month)

Fit pipes for oiling main journals and bearings on the assembly line, also worked on the exterior piping for the plant.

Staff Sargent at United States Air Force

January 1966 - January 1970 (4 years 1 month)

Served as a crew chief on F-101 fighter Interceptors and T-33 Trainers during the Vietnam War.

Responsible for all maintenance, pre and post flight inspections and turn arounds, and run up and taxi after periodic maintenance to ensure that the aircraft was air worthy for its missions.

Crane Operator, Painter at Consolidated Diesel and Electric

January 1964 - January 1966 (2 years 1 month)

Assembled and Painted amphibious duct vehicles for the Army, also operated the overhead crane to move the units down the assembly line, plumbed the hydraulic lines, and painted the Jet refuel tanks for the Air Force.

Service station attendant at Thomas's Texaco

January 1960 - January 1964 (4 years 1 month)

sold products, changed oil, preformed minor mechanical repairs, opened and closed the facility daily.

Education

Automotive Fixed Operations Management

4 year, Automotive Fixed Operations Management Leadership, 1963 - 1966

Activities and Societies: General Motors University

4 recommendations available upon request

Johnstown High School

Hi School, General, 1960 - 1964

General Motors University Michigan. New York State

Honors and Awards

US Air Force-Airman of the month three times.

US Air Force Honorable Discharge, (4 years active 2 years inactive) 1966 to 1970.

Sonic Automotive Director of the Year Award.

Multiple Certificates and Awards in the automotive business.

Interests

Management Training, Learning, Wood Working, Family.

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40 people have recommended Don

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— **Michelle Overway**, was Don's client

"Don reviewed our service department operations and provided us with recommendations that helped to improve the bottom line. I endorse Don and his work without question."

— **John Hilton**, was Don's client

"Don has great deal of experience in his field. He developed several programs for operating the fixed operations while at Sonic. He is well liked and respected by all that have an opportunity to work with him."

— **Bill Waymire**, *Service Director, Don Mealey Chevrolet*, worked with Don at D&M Auto Training

"Don is committed to his business and with each new innovative product he puts fourth, it is apparent that the dedication he has to the success of his clients is his first priority. I have had the pleasure of working with Don on several different projects and continue to enjoy his enthusiasm. I would highly recommend Don's services to any dealership that may want to boost traffic and sales - his knowledge of the industry and willingness to learn is what sets him apart from today's "leading" consultants."

— **Joshua Hays**, *Marketing Director, Car People Marketing, Inc.*, was with another company when working with Don at D&M Auto Training

"Don is an extremely detail-oriented individual whose focus on the bottom line results in increased productivity and greatly enhanced profits. His professionalism is nothing short of impeccable."

— **Marc Anglin**, *Sales Manager, World Chevrolet*, worked directly with Don at D&M Auto Training

"During my time as a GM with Sonic Automotive, Don was my Regional Fixed Ops Director. The depth of his knowledge of Fixed Ops, his ability to apply that knowledge and his relationship skills with my service and parts managers made him a valuable asset to my dealership."

— **Fred Fordin**, *GM / GSM, Sonic Automotive Group*, worked directly with Don at Sonic Automotive

Inc.

"While working for Sonic Automotive in Clearwater, FL, I had the pleasure working with Mr. Braemer on several occasions. He was very detail oriented, understanding, a great leader and coach among other items. He allowed me to further my career by showing me how to treat employees and customers. Thank you for your wisdom!"

— **Kevin Stuckey**, *Service Manager, Freedom Ford*, worked directly with Don at Sonic Automotive Inc.

"Don is a man of great wisdom and even greater integrity. His vast experience as a fix ops expert surpasses most of those who taught themselves as "experts. HIGHLY recommend!"

— **Kevin Bradberry**, was Don's client

"Don is excellent in his trade. In short order, Don was able to diagnose areas in our fixed operations that needed to be either tweaked or revamped. He then blueprinted the corrections we needed to make and personally got involved and made the changes. Through his training and direction our net profit improved immediately and dramatically. In the long term, the training he provided to my inexperienced fixed operations managers gave them the confidence and knowledge to not only be very good but to be very well respected with in their peer groups. I have been either a Dealer/Operator or a general manager for nearly 30 years and I believe Don to be the best in his profession!"

— **Jim Delehanty**, *General Manager, Massey Cadillac*, worked directly with Don at Sonic Automotive Inc.

"I have know Don for 9 years and worked with him 5. He has been a mentor to me through teaching his vast knowledge of Dealership operations, especially Fixed Operations. He has the highest integrity and work ethic I have ever seen, and in this industry this is hard to find. I whole heartedly reccommend Don to anyone seeking the type of caliber he represents."

— **John Ullmann**, *Fixed Operations Director, Sonic Automotive*, worked directly with Don at Sonic Automotive Inc.

"I worked with Don Bramer at Sonic Automotive. Don is a great tutor, mentor and leader in the Automotive Industry. His knowledge of Fixed Operations is a great asset to any company. Don was instrumental in writing, developing and implementing processes and procedures in fixed operations to make Sonic a World Class operation in fixed operations."

— **Kenneth Oatis**, *Collision Center Director, Sonic Automotive*, worked directly with Don at Sonic Automotive Inc.

"Don is one of the most talented individuals that I have known in the area of retail automotive parts

and service operations. His knowledge, combined with his "can do" approach to his profession makes him a number one draft pick!"

— **David Plummer**, *Senior Vice-President, Sonic Automotive*, managed Don indirectly at Sonic Automotive Inc.

"Don is a very detail oriented person. He has shown many times his understanding of all aspects of the dealership. I have seen him come in to numerous dealerships and not only find out what was wrong but also help instruct them on how to fix and turn the dealership around and become profitable. He has great knowledge of fixed operations as well as front sales operation. I feel this is how he has done such a great job both running and assisting others in running their service departments."

— **Mark Wolf**, *Regional Sales Manager, MOC Products*, was with another company when working with Don at Sonic Automotive Inc.

"Don is a true leader in Automotive Fixed operations. He knows what steps to take to improve sales, profitability, and customer satisfaction within a dealer's Service, Parts, and Collision Center operations. He is very upfront and honest."

— **Kris Workman**, *Parts Manager, Clearwater Toyota*, worked indirectly for Don at Sonic Automotive Inc.

"Don and I have worked together on several projects. His many years of experience and his expertise far surpasses most in this industry. I value his opinions and he has my utmost respect."

— **Travis Whitaker**, *General Manager, Car People Marketing Inc*, was with another company when working with Don at Sonic Automotive Inc.

"Don Braemer is a consummate professional and above and beyond a class act. While I was at Sonic Don was intimately involved in both the development of our fixed operations curriculum (service advisor, manager, and body shop classes) and any and all of the "special project" type work that came down from corporate. From a corporate standpoint we always got Don involved in the "special projects" because he would put 110% effort into it (above and beyond his normal work), it would be done right, and he would explore outside the box thinking to make it happen. Don had the respect of everybody he dealt with: service directors, general managers, and corporate executives."

— **Dan Hinic**, *National Director of Training, Sonic Automotive*, managed Don indirectly at Sonic Automotive Inc.

"Don is a true Fixed Operations professional in the retail automotive world. He has a very sound understanding of what it takes to improve sales, profitability, and customer satisfaction within a dealer's Service, Parts, and Collision Center operations."

— **Garry House**, *Senior Account Manager - In-Dealership Solutions Division, NCM Associates*,

, worked directly with Don at Sonic Automotive Inc.

"Don did an excellent job as Fixed Operations Director at Sonic. His attention to detail in his work is his primary asset."

— **Steve Giammalvo**, *District Service Manager, General Motors*, was with another company when working with Don at Sonic Automotive Inc.

"Don is an excellent business professional. He is true to his word, along with being very prompt and thorough. He is a very good communicator, instructor, mentor, and energetic person. I believe Don has a lot to offer any company wishing to utilize his vast experience, education, energy, and reliability. Don is not easily rattled and also displays good leadership ability during challenging and difficult situations. I highly recommend Don for your company."

— **Russ Schroeder**, *National Account Manager, PPG Industries*, was with another company when working with Don at Sonic Automotive Inc.

"While I worked with Don at Sonic Automotive, I had the opportunity to work with him in the Dealerships and on various corporate projects. Don interacts with dealership associates with a coaching style that gets results because everyone respects his personable nature and successful experience. Having been a "front end guy" for many years my career is certainly much better because of all I learned from Don."

— **Mark Van Osdal**, *Division Director of Business Development, Sonic Automotive*, worked directly with Don at Sonic Automotive Inc.

"I can highly recommend Don Braemer to anyone looking to better their Company. Don has skills that lead to improvement and continued growth. I saw Don Braemer apply his skills first hand when we worked together. Don is the best I ever saw in taking a struggling Company that was losing money to showing a profit in the first month and every month he was at our Company. Don Hager-President Video Verification Security Tampa,FL"

— **Don Hager**, *president, video verification security*, worked directly with Don at Sonic Automotive Inc.

"Don is a detail oriented manager who is very hands-on with his fixed operations management teams. He has a very good working knowledge and understanding of the general ledger, a good understanding of the desired metrics of successful fixed operations departments, and he knows what to do to achieve the desired metrics. Don has good and effective communication skills, and he always exhibited a strong work ethic.."

— **Michael Mullins**, *Divisional Controller, Sonic Automotive Inc.*, worked directly with Don at Sonic Automotive

"Don is a consummate professional with an in depth knowledge of the fixed operations departments in any automotive dealership. He is a team player easy to work with and always willing to teach coach and motivate his fellow team members. Don is always a pleasure to work with."

— **Seth Waskow**, *General Manager, Beverly Hills BMW*, worked directly with Don at Sonic Automotive

"I had the pleasure of working with Don during my years at Sonic Automotive. Don was a valuable asset to me as a Dealer Operator in setting up and managing our Service and Parts Departments. We consistently had 20 Group leading results in profitability and CSI. I credit much of the great success I had with Sonic Automotive to having Don's expert opinion and advice to fall back on. I came up the ladder in the Sales Department and had very little Service and Parts experience and thank Don for his help."

— **David Edmonds**, *Dealer Operator, Sonic Automotive*, worked directly with Don at Sonic Automotive

"While I never worked directly with Don on a daily basis, I found him to be very hard working and dedicated to his role as a Regional Fixed Operations Director at Sonic. Don and I did spend some time working with Sonic University and Sonic Dealer Academy and he proved to be a real asset in the education of Sonic Fixed Operations Managers and General Managers. I would recommend Don without any hesitation."

— **Ed Curry**, *V.P., Sonic Automotive, Inc.*, managed Don indirectly at Sonic Automotive

"Don and I worked together on some projects and although my work was primarily in Variable Operations, it would cross over to Fixed Operations from time to time. Having been primarily a "Front End" guy over the years I really relied on Don's guidance. He gave me the knowledge and confidence I needed to accomplish the objectives I was working on and did it graciously and willingly no matter how busy he was with his own efforts!"

— **Mark Van Osdal**, *Division Director of Business Development, Sonic Automotive*, worked with Don at Sonic Automotive

"During my work experience with Don, he has always displayed the highest level of professionalism. He has a great knowledge of the automotive industry, especially in the fixed operations side of the business, When I needed additional information about the fixed operations, I always trusted and valued Don's opinion in the subject matter."

— **Mike Cornelison**, *Director of Internal Audit/Compliance, Sonic Automotive*, worked directly with Don at Sonic Automotive

"Don is one of the most capable fixed operations director I have ever met. He has great people skills and his ability to train is terrific. I worked with him for over 12 years and never did I see

anything but a extremely positive attitude."

— **Max Bisset**, *President/Owner, Certified Management Services Inc*, was with another company when working with Don at Sonic Automotive

"I worked with Don for almost 3 years on projects to improve the fixed operations performance in luxury stores in Southern California. Don is process-driven and able to drill into operational core KPI's and develop a plan to address the core competencies of any organization's fixed operation's team. He understands the importance of the service drive being the fuel to the engine (the technician's) who drive effective and efficient productivity for the service department. His financial analytical skills coupled with his ability to teach and train at the basic level of service operations allows him to facilitate the improvement of any service operation."

— **Bob Milner, MBA**, *Operations Director, W I Simonson*, worked directly with Don at Sonic Automotive

"Don has a lot of knowledge in the fixed operations field. We will recomend his business."

— **Mike Franceschi**, was Don's client

"I had the privledge of working with Don for over two years while I was working as a General Manager of a dealership in Southern California. It was a highly competitive marketplace and we were suffering from loss of service revenue from a newly opened store. Don came into the store and implemented processes,training routines and marketing programs that had an immediate impact on the service departments gross profit. I found Don to be very knowledgeble and helpful in driving bottom line profitability. I would recommend Don to any dealership that is looking to make a difference in their service department. Ken Zelada"

— **Ken Zelada**, *General Manager and Regional Finance Director, Sonic Automotive*, worked directly with Don at Sonic Automotive

"Don was great, he knows the fixed operations in minute detail. It was great working with Don he had grat people skills and the knowledge to make a difference."

— **Step Jones**, *RVP & GM, Sonic Automotive*, worked directly with Don at Sonic Automotive

"Don is a gentleman of great character, integrity and knowledge. Don is an awesome fixed operations guru that can see things where others can't. He has a great way about him that is unassuming. When he goes in to a dealership, he doesn't just take over and make you do his processes... he consults with all of the parties involved, makes his recommendations and helps with the implementation in a way that stakeholders want to be involved. I wholeheartedly recommend Don to any company that wants to utilize his services."

— **Robert Ogust**, *General Manager / Dealer Operator, Sonic Automotive*, worked directly with Don at Sonic Automotive

"When in business you always seek character, Don not only has it he exudes it. Don is honest, knowledgeable in the field, a great leader and I hold him in high esteem. Don is charismatic and can deliver to groups of hundreds even without a teleprompter... I have grown to trust his instincts and the man. Sincerely Mark Ellison Fixed Ops Director Ron Carter Automotive
mellison@roncarter.com 713-775-1937"

— **Mark Ellison**, *Service Director, Ron Carter Autoland*, reported to Don at Sonic Automotive

"Don is a valuable asset who would contribute to any team or company he is with! his expertise and leadership is second to none!"

— **Bob McCrosson**, *Technology Manager, sonic automotive*, worked directly with Don at Sonic Automotive

"Don was a great addition to our training team at Sonic Automotive. He brought his many attributes to the table as we constructed the curriculum for the Sonic dealer training Academy. He is a natural leader and teacher."

— **Scott Reas**, *Consultant, Sonic Automotive*, worked directly with Don at Sonic Automotive

"As a co-worker of Don's, I was consistently impressed by his initiative and execution of tasks both within his business unit and those of the Company as whole. Don is a global thinker, an advocate for his colleagues and a pleasure to work with."

— **Ron Bistolfo**, *director, associate development, sonic automotive*, studied with Don at Automotive Fixed Operations Management

"Don and I worked together at Sonic Automotive. He is very knowledgeable about Fixed Operations, a hard worker, and trustworthy. Dave Cosper"

— **David Cosper**, *Vice Chairman and CFO, Sonic Automotive*, studied with Don at Automotive Fixed Operations Management

"I have worked with Don Braemer at three Sonic Automotive stores. He has been a mentor, an educator, and a wealth of automotive knowledge. Don knows Fixed Operations and has mastered his craft. Don is one of two exceptional mentors that have molded my career. I recommend that Dealers, General Managers, and Fixed Operations Directors tap into his expertise."

— **Vaughn Nadeau**, *Parts & Service Director, Sonic Automotive - Clearwater Toyota*, studied with Don at Automotive Fixed Operations Management

"Don knows fixed operations inside and out. He is a true asset to any business. His leadership and ability to help people understand the basics of fixed operations in a clear simple manner is unmatched."

— **James Ashbridge**, *Service Director, Parker Cadillac*, studied with Don at Automotive Fixed

Operations Management

[Contact Don on LinkedIn](#)