

# BRUCE BELANGER

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## *MANAGEMENT PROFILE*

Team Building & Leadership • Operational Excellence • Fiscal & Sales Management

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High-energy, high-intensity leader with proven success increasing profitability, productivity, and volume in the Automotive Industry. Dynamic 20+ year career in all facets of operations and bottom line factors including staffing, inventory control, compliance and sales. Able to build, train, and motivate dedicated cross-functional teams that work together to achieve results. Expertise turning around under producing businesses to resolve inefficiencies and achieve significant revenue growth.

## *CORE COMPETENCIES*

- Automotive Industry Expertise
  - Executive Planning & Decisions
  - Building High-Performance Teams
  - Profitability & Customer Satisfaction
  - Attentive, Hands-On Leadership
  - Management & Sales Training
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## *PROFESSIONAL EXPERIENCE*

**BELANGER CONSULTING** - Fort Lauderdale, FL

8/09 - Present

### **Automotive Consultant**

Automotive Consulting Company which offers evaluation and analysis of New Vehicle Sales process and procedures, Business Development Centers, Service Advisor process and Red Flag Compliance training and certification.

Sales and Service Advisor training offered at completion of Dealership analysis.

**AUTOFAIR FORD/HONDA/HYUNDAI** – Manchester, NH

12/08 – 07/09

### **Corporate Trainer**

Responsibilities include training Sales Reps at all three dealerships as well as Service Advisor training and BDC development. Developing policy and procedures for Red Flag legislation and safeguarding customer information. Responsible for training all employees for compliance and awareness for all federal legislation.

**CHAMPION CADILLAC CHEVROLET** – La Quinta, CA

2/06 – 6/08

### **General Sales Manager/Finance Director**

Returned to assume same responsibilities previously performed. Dealership was sold in June, 2008. New ownership did not retain management.

**FELD CHEVROLET** – St. Louis, Missouri

6/04 – 12/05

**Executive Vice President**

Oversaw all daily operations for the fifth largest Chevrolet franchise in the State of Missouri, with 92 staff members and \$10 million in annual revenues. Spearheaded strategies to maximize profits, performance, and customer satisfaction. Facilitated weekly management meetings to review projections and resolve issues. Provided training and coaching to finance managers and sales personnel.

**Key Achievements:**

- Transformed the company from near-bankruptcy to a productive, organized, and stable operation.
- Improved new and pre-owned volume by 12% within one year.
- Increased average gross profit by \$800 per vehicle, and improved effective labor rate in fixed operations by \$17 per hour.
- Successfully restructured the management staff and developed a strong, motivated team.
- Established sexual harassment, customer confidentiality, drug and alcohol, and dispute resolution policies to comply with Federal and State regulations and enhance team productivity.

**CHAMPION CADILLAC CHEVROLET** – La Quinta, CA

8/03 – 5/04

**General Sales Manager/Finance Director**

Managed day-to-day operations of return auto dealership with 79 employees. Provided weekly training in product knowledge and closing techniques. Ensured compliance with corporate policies and procedures as well as California law.

**Key Achievement:**

- Dramatically increased the dealership volume from 50 to 180 vehicles per month and boosted profits by \$1,200 per unit.

**POTAMKIN CHRYSLER JEEP PONTIAC** – Miami, Florida

2/02 – 7/03

**General Sales Manager**

Maintained responsibility for profitability, performance, and training. Directed, coached, and inspired 57 employees. Led meetings with department heads to address inefficiencies and communicate improvement strategies. Conducted hands-on sales and process training sessions.

**Key Achievement:**

- Developed a relatively inexperienced sales and management team, and implemented a system to resolve customer concerns and improve satisfaction.