

ROBERT PROCITA

1415 19th ST SW ▪ Hickory, North Carolina 28602

803.448.9229 bobprocita@gmail.com

SUMMARY OF QUALIFICATIONS

- Seasoned and dynamic professional, equipped with proven record of success in streamlining business operations and utilizing out-of-the-box strategies to improve service excellence and produce strategic plans
- Excel at orchestrating sales circulation; benchmarking sales territories, quotas, and goals; developing effective client relations; and ensuring total customer satisfaction
- Demonstrated leadership ability encompassing creating strategic vision, generating financial success, and delivering positive operating results across multiple business functions, services, and national product markets
- Developed and maintained cross-functional teams with focus on achieving business goals and driving the development of concepts into achievable business strategies
- Reliably efficient in managing people and projects, initiating sales improvement strategies, enabling retention and expansion of customer base, as well as developing sustainable sales and marketing plans to overcome market challenges and outperform competition
- Thorough, detail- and process-oriented with strong follow-through skills; sincere and honest individual with high level of personal and professional integrity
- Proven capability to multitask in a fiercely competitive, team-oriented, and fast-paced environment

AREAS OF EXPERTISE

- GENERAL AND OPERATION MANAGEMENT
- QUALITY AND CONTINUOUS IMPROVEMENTS
- NEW BUSINESS DEVELOPMENT
- MARKET AND SALES ANALYSIS
- PROJECT MANAGEMENT
- ACQUISITIONS AND DUE DILIGENCE
- RISK MANAGEMENT
- REVENUE / PROFIT GROWTH
- START-UPS AND ACQUISITIONS
- BUSINESS ASSET MANAGEMENT
- WEBSITE CREATION
- TEAM BUILDING / STAFF DEVELOPMENT
- MULTIMILLION-DOLLAR P&L MANAGEMENT
- ORGANIZATIONAL TECHNIQUES

PROFESSIONAL EXPERIENCE

Majesty Motors, LLC, Hickory, NC

OWNER

2008-2010

Supervised full spectrum of business development, from inception to completion. Provided expert oversight to installation of computers and programming for accounting, sales, inventory, and retail financing; performed daily cash flow management. Leadership experience includes developing competitive analysis team and process with emphasis on identifying product development opportunities.

- Strategically closed business due to withdraw of floor plan line of credit by bank
- Influential in designing and developing facilities for sales

Carolina Mazda, Rock Hill, SC

GENERAL MANAGER

2006-2007

Involved in maintaining compliance with all government and OSHA regulations; supervised accounting, sales, inventory control of new and used vehicles, and retail financing; developed contacts in transit; and implemented sales training. Collaborated with all managers to ensure proper execution of strategies and techniques, achievement of overall goals, and motivation of sales team by providing incentives.

- Minimized inflated new car inventory by 75% while increasing profitability
- Instrumental in boosting sales and service customer satisfaction by 40%
- Earned the prestigious award from Mazda, "Circle of Winners" status
- Successfully expedited contracts in transit turnaround cycle from monthly average of 22 days to 4 days
- Initiated and implemented map processing to dealership utilizing best practices procedures

SELF-EMPLOYED, Hickory, NC

2006

Productively purchased and sold used vehicles; provided executive consultation to several new and used auto dealers.

Abernethy Chrysler Jeep Dodge (formerly Donald Chrysler Dodge Jeep), Lincolnton, NC

DEALER PRINCIPAL AND GENERAL MANAGER

1996-2005

Restructured operations of a declining business; improved and implemented best practices through map-processing; maintained compliance with all government and OSHA regulations; handled accounting, sales, inventory control of new and used vehicles, and retail financing; administered all marketing, advertising, and promotions through newspaper, TV, radio, and Internet.

- Played an integral role in achieving the highest sales, service, and customer satisfaction rating and for recognition as a Chrysler "Five-Star Dealer"; garnered numerous top sales awards
- Assumed multiple responsibilities to efficiently run the entire business, including organizing and facilitating presentations, closing sales, and conducting cold calling and networking to elevate lead base

EARLIER CAREER

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AUTO & RV, HICKORY AUTO MALL □ Hickory, NC		
FINANCE DIRECTOR		1995-1996
PARAMOUNT PONTIAC □ Valdese, NC		
DEALER PRINCIPAL		1994-1995
PROCITA CHEVROLET OLDSMOBILE CADILLAC, PROCITA FIRESTONE SERVICE CENTER, PROCITA REAL ESTATE HOLDINGS □ Gloversville, NY		
DEALER PRINCIPAL / OWNER		1979-1993
GARLOCK CADILLAC OLDSMOBILE □ Gloversville, NY		
SALES MANAGER AND SALES		1977-1979

EDUCATION & TRAINING

BACHELOR OF SCIENCE IN BUSINESS, WITH EMPHASIS IN BANKING, INSURANCE, REAL ESTATE

Mohawk College □ New York

Training Attended: *Sales | Management | Personnel Development | P&L Statement Analysis | Marketing | Forecasting | Market Penetration Analysis | Best Practice Analysis & Implementation | Customer Sales & Service Satisfaction | Governmental Compliance*

COMMUNITY INVOLVEMENT

President (Hickory), State Memorial Bible Chairman, and Chairman of Banquet and Facilities (Gideon State Convention) □ Gideon's International, Hickory, NC

Chairman, Board of Deacons, Treasurer, Sunday School Teacher (Men's Ministry, Various Committees), and Bible Study leader □ Mountain View Baptist Church, Hickory, NC

President, Chairman of Board of Deacons, and Chairman of Board of Education □ Perth Bible Church, Inc., Amsterdam, NY

Republican Candidate □ New York State Assembly, Gloversville, NY

President and CEO □ Robev, Inc., Gloversville, NY

President and CEO □ Vail Mills Realty, Inc., Gloversville, NY

Board Member □ Northeast Cadillac Dealer Council, Boston, MA

President □ Oldsmobile Advertising Group, Albany, NY

President □ Cadillac Advertising Group, Albany, NY

Secretary □ Chevrolet Advertising Group, Albany, NY

Annual Fundraiser Co-Chairman □ American Cancer Society, Gloversville, NY