



NEIL BRADFORD

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GENERAL MANAGER – Deep Expertise & Success InAuto Retail Sales & Dealer Operations

Auto Retail Management Insight

☒ 20-plus years’ of successes in operations, sales, and marketing of auto inventory in highly competitive and demanding markets.

Annual Revenue & Sales Growth

☒ History of generating double and triple-digit YOY sales and revenue performance despite volatile industry and economic changes.

Staff Leadership & Development

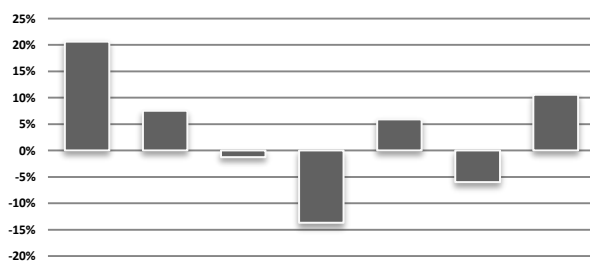
☒ Solid strengths in grooming new leaders, creating top-performance culture and minimizing excess employee turnover.

Customer Relationship

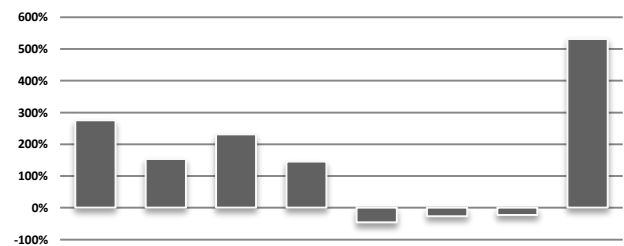
☒ Proven ability to identify untapped customer needs, amplify customer experience/satisfaction and increase new sales opportunities.

I Believe In Setting Long-Term, Aggressive Goals That Challenge You To Never Become Complacent

Turnaround YOY Sales Growth with Minimal Loss



Turnaround YOY Profit Growth with Minimal Losses



Delivering Explosive Sales & Profit Performance For Diverse Auto Retail Dealer Operations

General Manager – CARMAX AUTO

2005 to present

Held concurrent leadership role for 2 major auto dealerships in the 4th largest city in North America. Execute dynamic revenue growth, sales improvement and client acquisition strategies that achieve double and triple-digit growth in volatile, unpredictable industry. Oversee, coach and direct 80 full-time and part-time employees supporting \$60M retail operation.

- **Turnaround Management:** Implemented internal process, human resource management and vendor/supplier relationship improvement strategies that repositioned company for success.
- **Market Development:** Transformed poorly performing operation into revenue-generating entity; grew dealer to #1 rank in market share from 2008-2012 and top #10 as volume dealer from 2010-2012.
- **Revenue & Sales Enhancement:** Effectively managed profitable sale of more than 10K new and used vehicles over 7-year period; consistently produced sales and profit increases and prevented devastating losses during global economic crisis.
 - To date, delivered 400% net profit increase since taking over in 2005 and 500%+ growth from 2012 to 2013.
- **Operational & Cost Improvement:** Established standard policies and procedures and instituted employee handbook to create consistency in operations, streamline costs and reduce employee turnover.
- **Staff Development:** Introduced series of employee training and supervisory development program that focused on effective communication, discipline and leadership strategies—efforts increased employee morale and commitment.