

JERRY ALICANTE

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OBJECTIVE To expand my Sales and Customer Service career utilizing my extensive new business development, marketing and technical product innovation expertise.

QUALIFICATIONS

- Client-focused / resourceful problem solver / goal-oriented
- Bilingual - English / Spanish
- Persuasive communicator / performance-driven / excellent stability
- Work well as either an individual contributor or collaborator on a team
- Trusted Account Executive / able to establish, maintain rapport
- Comprehensive knowledge of marketing and strategic planning
- Develop resourceful incentive programs / methodical / technical expertise
- Successfully engage with both clients and customers in collaboration to build relationships
- Welding, metal working and fabrication expertise

CAREER OVERVIEW

As a Sales, Marketing and Management professional, I'll bring a wealth of skills to my next company: Marketing, new product development, strategic planning and account development abilities to augment my deep sales acumen. Most recently as a New Product Development & Field Analyst, I identified and submitted a new line of automotive products for Dormandy with projected revenues exceeding \$7M in 2021.

As a Mobile Marketing Consultant, I transported and set up interactive displays throughout the United States and Canada. Earlier roles included being Chief Mechanic at Hartford Motorsports / Fram Racing. As an Entrepreneur, started Pro Shop Engineering, a performance products engineering, fabrication, sales and service company. As business owner, managed a team and all aspects of running a successful business. This experience set a pace for most of the ensuing jobs I've performed since. I bring a highly unique skillset to companies for sales, marketing, new product development or customer service management roles.

PROFESSIONAL EXPERIENCE

12/13 to Present: ***DORMANDY MANUFACTURING**, Colmar, PA*
Dormandy is a \$1B market leading automotive aftermarket parts / components (80K+) manufacturer

Field Analyst / New Product Development

Primarily build strong B2B relationships in the Automotive, Medium and Heavy Duty Truck industry; to discover / implement the next "New to Market" products. Our Ideation team uses unconventional / creative methods to discover new items for manufacture, based on needs in the Aftermarket Industry. Additionally, I provide technical assistance in the field to the business user and ensure customer loyalty by finding innovative solutions to resolve end-user problems. Support our wholesale customers by providing training to their sales teams in the western region.

- **My product submissions helped to create a new line of products that the company never previously considered**
- **2014 Contributions resulted in over \$750K in new product revenue based on the ideas generated from my first full year of employment**
- **2016 the revenues based on my submitted ideas submitted grew to over \$4M and by 2019, revenues based on my contributions exceeded \$6M**
- **Most of the revenue growth in 2016 was due to the introduction of the European category to Dormandy Products. Projections for this category for 2021 exceed \$7M.**

9/10 to 12/13: GENERAL MOTORS / MARKETSOURCE, Alpharetta, GA
Marketsource is a contracted marketing agency representing the GM Wholesale Parts Division

Powertrain and Collision Wholesale Specialist

Worked closely with OE wholesale parts dealerships to increase sales of wholesale repair / collision parts to Independent Repair Facilities (IRF). Duties also included visiting potential customers in the Southern California region, increasing brand awareness, uncovering objections between the dealership and IRF and facilitating relations by assisting automotive technicians with issues or concerns. Raised awareness of all incentive programs available to the IRF's in order to vie for competitive aftermarket sales. I was called on as the Chevrolet Performance Division Representative to resolve fitment and technical issues in the field.

- **Our region consistently exceeded monthly sales projections**
- **Exceeded Year-Over-Year sales quotas and were constantly the top performers in the country**

2010: ALPINE MARKETING SERVICES, Lake Geneva, MI
Integrated marketing services with expertise in serving the automotive and telecommunications industries

On-Site Supervisor

Oversaw operation / activation of an engine display program for General Motors, conducting seminars for aftermarket car builders in a B2B environment. Authorized, trained and spoke on behalf of GM Performance Parts to Media, attendees at Car Shows, "Cruise Nights" and Automotive trade schools. I specialized in GM's E Rod program, an emissions-compliant powertrain solution for the automotive aftermarket.

- **Based upon my performance and visibility gained with Alpine Marketing Services, I was recruited to work directly with General Motors for the next 3 years**

ADDITIONAL BUSINESS / TECHNICAL EXPERIENCE

PRO SHOP ENGINEERING, Valencia, CA
Performance automotive engineering / fabrication sales & service

Business Owner

Built a successful performance automotive sales / service organization and managed a team of fabricators, technicians.

HARTFORD MOTORSPORTS / FRAM RACING, Williamston, SC
The Hartford and Smythe families have been involved in drag racing for over five decades

Chief Mechanic

For six years, ensured the peak performance of a Top Fuel Dragster for various professional auto racing teams. Managed the team, monitored performance and trained the personnel to increase their focus to improve consistency through greater attention to detail under race day pressure.

EDUCATION

Los Angeles Valley College, Van Nuys, CA - Business Administration