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EXPERIENCE

AFTERSALES AND BRP DIRECTOR | GRAND CANYON LUZON OPERATIONS | JANUARY 18, 2021 TO OCTOBER 20, 2022

- **Overall Managing of Grandcanyon Luzon Aftersales dealerships.**
- Main Focus:
 - Meet key performance indicators and targets for the service and body repair departments.
 - Look for opportunities to increase efficiency of the Service operations.
 - Take actions to sustain, retain and enhance levels of customer satisfaction, whilst sustained profitability.
 - Work with team to develop understanding and implementation of customer focused environment, setting clear objectives and targets.
 - Respond promptly to any customer complaints and ensure timely and correct resolution.
 - Ensure that company standards are followed in relation to control of funds, premises, vehicles, and other company resources.
 - Coordinate with brand distributors and ensure corporate brand standards are being implemented on the dealership.
 - Maintain dealer facility renovations and other construction requirements, based on distributor's standard.
 - Dealerships supervised are the following: Morris Garages & Chevrolet, Suzuki, Changan, Subaru and E-commerce Parts Store. Total 9 Dealers and 1 Online Parts store.
 - Total number of manpower handled is 65
 - 2022 year-to-date achievement of 107% versus target with a total of 53,597,084 Philippine pesos.

GENERAL MANAGER | MORRIS GARAGES, DASMARINAS, JUNO CARS INC. | FEBRUARY 2020 TO JANUARY 17,2021

- **Overall Managing of Sales and Aftersales Operations**
- Main Focus:
 - Oversees all of the company's marketing and programs in sales and after-sales divisions' day-to-day operations.
 - Oversees all aspects of an automotive dealership's daily operations, including staffing, procedures, operational budget, and sales and service revenue monitoring. Work together smoothly in a collaborative teammate atmosphere centered on the company's fundamental values.
 - Manages the entire dealer facility readiness, ensuring the building structure in MG standard.
 - Total number of manpower handled is 28

GROUP SERVICE MANAGER – TEAM MORRIS GARAGES | NOVEMBER 2020 – JANUARY 17, 2021

- **Overall Managing of Service Operations**
- Main Focus:
 - In charge of integrating activities of the following MG dealers' After-Sales departments. MG Dasmarias, Carmona, Batangas, Lipa, and BF Paranaque. Total of 5 dealerships.
 - Supervising After-Sales Personnel and Technicians to ensure that their services meet the company's quality standards and that customers are satisfied.
 - Preparing an annual operational target report for five (5) dealerships after-sales departments.
 - Ensure parts inventory. Manage billing and payable to accounting and finance department.
 - Total number of manpower handled is 25 | 5 dealership

GENERAL MANAGER | CHEVROLET ALABANG & BF PARANAQUE, JUNO CARS INC. | FEBRUARY 2017 – OCT 2020

- Main Focus:
 - In charged of the dealership's responsibility for client retention and profitability in each area.
 - Ensure monthly target achievement for both Sales and Service department.
 - Uses strong financial management strategies to fulfill responsibilities and maintain operational expense level.
 - Develops marketing strategies and creating effective, cost-efficient advertising programs – onsite and digital.
 - Monitors the daily operating control, recommending improved courses of actions when necessary.
 - Maintain gross profit margin and net income of the dealer.
 - Total number of manpower handled is 75 | 2 dealership

SERVICE MANAGER CHEVROLET, ALABANG, JUNO CARS INC. | 2014 – 2017

- Main Focus:
 - In charge of monitoring the entire service department and ensuring that it runs smoothly based on CDOS-ROS (Chevrolet Dealer Operating System-Retail Operating Standard)
 - Forecasting goals and objectives for the department based on the annual internal and external ASD target.
 - Setting a marketing strategy to promote the company business. Creating annual marketing calendar.
 - Focusing on customer satisfaction and retention by building relationship and programs.
 - Ensure stewards training and development through LMS-WBT, GM training center and in house training programs.
 - Keeping track of parts inventory, forecasting and inventory level.
 - Overseeing and Analysis of PDS matrix (Post Delivery Survey)
 - Ensure profitability by monitoring daily appointment, sales per invoice, average daily UR and workshop WIP's and carry over reports.
 - Coordinate with Distributor for technical assistance if necessary.
 - Assessment of warranty claim process and approval.
 - Monthly checking of workshop equipment, promoting workshop safety campaign and 5s.
 - Perform daily toolbox meeting to all ASD personnel (Workshop planner, Service planner and Carry over board)
 - Monitor and assessment of technician's productivity and efficiency rate.

BODY REPAIR AND PAINT HEAD CHEVROLET, ALABANG, JUNO CARS INC. | 2010 – 2014

- Overall, in charge of body repair workshop.
- Coordination with insurance companies and collision prepares processing.
- Planning and creating labor rate and repair cost scheme.
- Creating annual marketing plans and programs.
- Monitoring contractor lead repair time and ensuring to meet commitment release date to the customer.
- Number of manpower handled is 4 and 2 affiliated contractors.

BODY REPAIR AND PAINT SERVICE ADVISOR CHEVROLET, ALABANG, JUNO CARS INC. | 2008 – 2010

- Prepare and assessment of repair cost estimate.
- Consolidating claim documents for insurance processing.
- Coordinate with insurance inspector for ocular visit.
- Processing LOA to repair status.
- Timely update to customers of their vehicle status.
- Maintaining good customer satisfaction.

AWARDS AND ACHIEVEMENTS

- 2019 SALES DEPARTMENT OF THE YEAR - TCCCI
- 2018 GRAND MASTER BEST IN SERVICE CHEVROLET ALABANG - TCCCI
- 2017 GRAND MASTER BEST IN PARTS CHEVROLET ALABANG - TCCCI
- 2016 GRAND MASTER SERVICE MANAGER OF THE YEAR CHEVROLET ALABANG - TCCCI
- 2016 GRAND MASTER DEALER OF THE YEAR CHEVROLET ALABANG - TCCCI
- 2016 TOP SERVICE MANAGER OF THE YEAR – LICA AUTO GROUP
- 2004 RANK 4 IN JAPANESE LANGUAGE CLASS, BATCH 67 – GREEN LIFE FOREST FOUNDATION

TRAININGS, CERTIFICATE AND SEMINARS

- 2021 MORRIS GARAGES AFTERSALES DEALER OPERATING STANDARD – MAKATI PHILIPPINES
- 2019 MAXIMAZING FACEBOOK: A DIGITAL WORKSHOP FOR CHEVROLET IN THE PHILIPPINES – BGC, TAGUIG, PHILIPPINES
- 2018 DRIVING THE CUSTOMER EXPERIENCE WORKSHOP CHEVROLET ACADEMY AND DISNEY INSTITUTE - HONG KONG
- 2016 AFTERSALES RETAIL OPERATING STANDARDS GM INTERNATIONAL WITH DON GOH(GMI) TAGAYTAY, PHILIPPINES
- 2015 CSI REVIEW J.D. POWER (CUSTOMER SERVICE INDEX) – CEBU, PHILIPPINES
- 2015 GM THAILAND PLANT VISIT ENGINE AND POWER TRAIN SECTION – RAYONG, THAILAND
- 2014 CHEVROLET DEALER OPERATIONS STANDARDS (CDOS) - MAKATI, PHILIPPINES
- GM ACADEMY WBT CERTIFICATES
 1. UNDERSTANDING THE VALUE OF CUSTOMER ENTHUSIASM | KVCFC0.F6W
 2. COMPLETELY SATISFIED DELIVERY SYSTEM | SPD01.08V
 3. PRODUCT KNOWLEDGE ORLANDO | SANC200-V1-M4-WBT-C
 4. FIX RIGHT FIRST TIME & CUSTOMER SATISFACTION |BMSV77-V1WBT-GME
 5. UNDERSTANDING THE VALUE OF CUSTOMER ENTHUSIASM | VCFC0.F6W
 6. CHEVROLET COMPLETE CARE | C-CCC-WGB115
 7. PERFECT VEHICLE DELIVERY (SERVICE) | M-PVDSE-VCS116
 8. INCREASING YOUR PROFITS WITH GM ACCESSORIES | PPA1P.06W
- 2006 CERTIFICATE 2ND GRADE LICENSING EXAMINATION (CAR PLASTIC MOLDING INJECTION)- SANKEI GIKEN KOGYO CO. JAPAN
- 2005 – 2008 CERTIFICATE OF COMPLETION OF TECHNICAL INTERN TRAINING (CAR PLASTIC MOLDING INJECTION)- SANKEI GIKEN KOGYO CO. JAPAN

OTHER SKILLS

CAN SPEAK ENGLISH, NIHONGO AND TAGALOG

ACADEMIC PROFILE

**SAN SEBASTIAN COLLEGE – RECOLETOS
MARKETING MANAGEMENT CLASS 2000 – 2002**