

JAMES CHICK

Lake Elsinore, CA | 951-505-0902

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GROWTH FOCUSED PRESIDENT / C – LEVEL / DIRECTOR / VICE PRESIDENT /GENERAL MANAGER

Surpass Sales Targets, meet Profit Targets & Drive Successful Customer Relationships

Visionary senior manager with combined startup and enterprise-level experience driving year-over-year sales growth and expanding global customer base in the aftermarket automotive industry. Motivational leader orchestrating cross-functional teams. Execution of sales and marketing strategies aligned with corporate goals. Adept in identifying, assessing, and solving challenges. Business development. Prepare annual budgets and cost analysis. Experienced in acquisitions, organization restructures, and developing targeted, creative strategies. Proficient in Microsoft Office.

Strategic Planning | New Product Development | Sales & Marketing | Account Management | Acquisition Management | Customer Service Management | Budgeting | Business Development | Team Leadership

PROFESSIONAL EXPERIENCE

Covercraft Industries, Pauls Valley, OK.

Chief Commercial Officer

Sept 2024 – June 2025

Reporting to CEO and ELT member of this PE backed, multi-site vertical manufacturer of soft goods for OEM and Aftermarket automotive markets. Responsible for B2B channel revenue including OEM and Private Label accounts.

- Led, mentored 5 dedicated Managers to invigorate distribution, ease channel conflicts.
- Revamped budgeting and forecasting for near and long term.
- Dramatically closed the revenue shortfall gap on actual versus forecasted monthly sales.
- Enriched product database, harmonized distributor pricing and terms.
- Worked cross-functionally with COO, CFO and Product Engineering to expedite development, and resources for warehouse, wholesale, OEM, and Private Label products.
- Led strategic and tactical actions for Key Account engagement and management of automotive, marine, RV markets.
- Persistent, consistent hands-on interaction with C-level peers, all Sales Managers and B2B Customer Care Manager.

Gearbox Consulting, Lake Elsinore, CA

Founder, Principal

Mar 2018 – Sept 2024

Reporting to C – level executives. Business Development, Sales and Marketing Strategies and Evaluation services.

Extensive retained contractor in Automotive Specialty Equipment, High Performance and Off-Road Vehicle markets.

- Clients served, including Daystar Products, Group-A Engineering, StepOne Tech America, AccuTune Off Road

Daystar Products International, Phoenix, AZ

Chief Operating Officer

Mar 2018 – Dec 2019

Reported to CEO, and ELT member at this PE backed, vertical manufacturer of plastic and metal products for OEM and Aftermarket automotive use. Responsible for all Sales, Marketing, Supply Chain, Quality and Manufacturing.

- Doubled revenue within 12 months, facilitating and executing integration across 5 acquisitions in 5 states.
- Reduced selling costs by 5% with restructured day-to-day OEM and Aftermarket manufacturing and operations.
- Sustained 95% fill rate, Customer service levels and KPIs, introduced and managed measurement tools.
- Responsible for managing and maintaining ISO 9001 quality programs for OEM and aftermarket customers.
- Rationalize and streamline supplier base, resulting in \$250,000 annual cost improvement.
- Aligned new organizational structures with parent company.
- Lead Key B2B account management to achieve monthly and quarterly top line revenues.
- Created, budgeted, and executed corporate marketing initiatives.
- Replaced 4 aged websites with contemporary B2B / B2C sites, all under budget and within 12 month period.
- Manage corporate product database of 5000 SKUs across all 7 manufacturing companies.

Bestop Premium Accessories Group, Louisville, CO

Director

Aug 2007 – Mar 2018

Reported to CEO of this PE backed, omni-channel vertical manufacturer of OEM and Aftermarket automotive products. Directed a remote cross-functional team with 5 direct reports and provided oversight to worldwide aftermarket sales

and customer service departments. Led executive team to provide sales and marketing solutions and insight on short term and long range strategic planning and new product development.

- Increased sales by 7% year-over-year and improved margins across product portfolio by leading the development and execution of targeted sales, multi-channel expansion, merchandising, and marketing programs.
- Contributed to 3 business acquisitions working closely within integration team to vet, provide cost and margin analysis, forecasting and closing on 2 vertical manufacturers and 1 e-retailer.
- Met and often surpassed KPIs and fulfillment goals by aligning sales and marketing strategies with new product launch requirements, capturing core market share, and expanding product categories.
- Optimized inventory turns 5% or more by leading monthly cross-functional forecasting action.
- Budgeted, rationalized and executed all aspects of annual product pricing adjustments.
- Led action steps in identifying, analyzing, and rationalizing complex product lifecycles.
- Developed and managed Minimum Advertised Pricing (MAP) policy across all distribution.
- Managed operational and capital budget planning, created sales forecasts and cost center budgets.
- Served as executive team member, developing and presenting diligence on private equity group merger.

Mastercraft Safety Products, Santee, CA

President

Aug 2004 – Apr 2007

Reported to Owner of this privately held vertical manufacturer of seating and safety products. Full responsibility and operational leader. Oversaw innovation, execution of sales, marketing, manufacturing, and supply chain functions.

- Achieved 35% year over year revenue growth by expanding core racing and recreational seating safety products into new and targeted markets.
- Improved profitability by 30%, diversifying customer base through multi-channel margin strategy.
- Realigned product mix to boost margins 15% and broaden customer base across all channels.
- Managed rapid consolidation projects from multi-site to single site manufacturing, warehouse, and administration building, reducing headcount, minimizing costs and vastly improving throughput KPIs.
- Developed, budgeted, executed credit facility expansion working with local banks, investors, and SBA loans.
- Implemented end-to-end product database improvements, streamlining product programs, rationalization.
- Defined, executed, and managed marketing and sales strategy for capturing military Mine Resistant Ambush Protected (MRAP) vehicle supplier contract. Developed and led Defense Logistics Agency bids and fulfillment.

Smittybilt Products, Corona, CA

Vice President and General Manager

Sep 1999 - Dec 2003

Oversaw supply chain cost reductions. Strengthened marketing, sales and product development teams.

Developed, justified, and executed cross country colocation initiative with TrailMaster in 2000.

Led management tiger team successfully reducing G&A costs by 50%, 35% reduction in force, while improving KPIs.

TrailMaster Suspension Systems, Corona, CA

President

Feb 1996 - Dec 2003

Full responsibility to lead, restructure and strengthen team. Analyzed, developed, and executed market strategy for new ride control products resulting in 100% annual growth.

Created, recommended, and managed successful AutoZone 4400 store product placement initiative.

Led annual supply chain initiatives to reduce cost 5% and put innovative rebate program in place.

Led successful initiative to relocate from Michigan to merge with Smittybilt in Corona, California.

- Achieved more than 100% sales and similar EBIT growth within 4 years.

ADDITIONAL EXPERIENCE

Mr. Gasket Companies, Cleveland, OH and Tempe AZ

Vice President of Marketing

Mickey Thompson Tires, Stow, OH

Assistant to the President

EDUCATION

Arizona State University, Tempe, AZ

Bachelor of Science (BS), Political Science (emphasis on Empirical Research), Graduate

PROFESSIONAL DEVELOPMENT

- Asher Sales Training
- Advanced Excel Training
- Magna International Ethics and Practices Certifications

AFFILIATIONS / ASSOCIATIONS / MEMBERSHIPS

- SEMA Board of Directors
- ORBA Board of Directors, Treasurer
- SEMA Volunteer including Person of the Year Task Force, SEMA/SAE Suspension Committee
- Off Road Motorsports Hall of Fame Nomination Committee

TECHNICAL & SPECIALIZED SKILLS

- Proficient in Windows Office suite of products Word, Excel, PowerPoint, Outlook,
- Proficient in contemporary ERP systems including SAP BI, Oracle NetSuite, BPCS, Sage, Global Shop

REFERENCES

Please let me know should you wish to check me out with former employers and/or industry leaders.