



DAVE HALL

Aurora, CO 
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OBJECTIVE

Driven leader with 25 years' experience in the automotive/truck/aftermarket industry, with an emphasis in strategic sales planning to drive results and customer service. Passion for motivating & inspiring others with a focus on sales management to positively impact business growth.

EXPERIENCE

General Manager | TWG – The Wheel Group

2023-CURRENT

GM – Rocky Mountain Territory. 7 state region, overseeing and responsible for \$6M annual sales with YOY of bottom line growth while rebuilding a slower warehouse and personnel. Establishing 90 new accounts since 3/23. Managing \$2.5M in inventory, Growing our brands, PL wheels, tires and TPMS sensors, Body Armor 4x4 and Tuff Stuff Overland customer accounts annually. Directed sales visits/store training on new products throughout the 7-state territory. Lead all sales team, and warehouse staff, inventory cycle counts, payroll, product shows and trade show events for all encompassing brands.

Territory Outside Sales Rep | Southern Tire Mart

Outside commercial tire and wheel sales. Fleets and Independent Shops. Dealership groups, wheel container programs. Fleet tire inspections, work with service teams on replacements, casings, mounted wheel programs, defective and warranty processes.

Territory Sales Manager | Wheel Pros-Hoonigan

2018-2023

Organize new test samples/prototype development wheels – 3rd party USA and overseas testing, Manage \$10M of inventory with monthly and annual forecasts/business plans for sales trends and new accounts. Analyze quarterly/yearly sales plans/business plans to hit sales/customer growth. New product data/product styles/both OEM truck manufactures and aftermarket. Worked with top OE truck manufacturers – assisted in sales, sales projections, inventory needs, and logistical programs. New products, etc. Plan and organize all tradeshow for our Heavy Truck Division yearly. Work with local accounts to maximize brand awareness and growth. Responsible for 95% of all AR Branded and Private Label HD Truck wheel sales nationwide and Canada. Helped to grow sales from \$1.2M/yr to \$16M/yr in 3 years with YOY sales goals and record GP. Worked with overseas team and wheel manufactures to maximize production scheduling/priorities/inventory.

Retail Store Manager Seattle, WA | 4 Wheel Parts – Transamerican Auto

2012-2018

Exceeded sales goal in 2014-17 each year by \$1.5 million annually with highest Gross Profit in the region. Control & balance inventory with +.02% variance. Utilize data to determine & establish min/max levels for inventory monthly per brand. Partner with corporate inventory management to strategically adjust & reforecast retail stocking plans to improve in-stock levels and to drive sales. Plan & prioritize inventory based on upcoming events and seasonal trends to maximize efficiency & impact on monthly/quarterly/annual budgets. Manage & Build Dealer Services International program with Automotive Groups & Local Auto Dealers. Create & improve customer service environment & culture to drive sales and build long term relationships. Train team on retail sales, product knowledge, efficiency, and inventory control. Responsible for budget compliance and P&L'S, monitoring payroll, all expenses & inventory. Utilize Legend sales program to include CRM, also analyze reports to monitor trends. HR functions include payroll management, hiring/firing, training & development. Ability to communicate with diverse audiences & tailor approach to overcome objections with employees, customers & vendors in a very fast paced

environment. • Oversee and audit paperwork & invoices, prioritize and organize workflow to meet sales objectives and service dept and per bay efficiency

EDUCATION

Sports Vehicle Technology | Pickens Technical School – Aurora, CO

MOTORCYCLE, SNOW MOBILE AND JET SKI REPAIR – ENGINE AND PROPULSION THEORY, COMPLETE TEARDOWNS AND REBUILD

Rangeview High School | Aurora, CO

SKILLS

Hubspot CRM, SAP, Warehouse WMS,
Excel, Outlook, Teams, Power BI,
Office Programs, etc

ACTIVITES

True passion for the outdoors, lived in WA, AZ, CO and MD and always come back to CO. I love the aftermarket outdoor industry, 4 Wheeling clubs, Overlanding with family and friends, snowboarding, backpacking/hiking, and growing long term relationships with people and loving what I do.

References –

Jerry Rosati – Sales Team at Wheel Pros – known 6 yrs. – 336.662.3988

Steve Rivera – 4Wheel Parts Team – 20yrs – 303-898-2569

Dennis Knox – Jointly owned Auto/Repair/Tire/wheel Store – known 26yrs – 480-620-096
