

KENT VAN OORT

LAFAYETTE, COLORADO

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PROFILE & CAPABILITIES

Results-driven and passionate automotive marketing professional focused on business growth, strategic planning and sales enablement. Extensive experience in brand development, corporate and product positioning, go-to-market strategy, advertising, research, marketing communications, and digital content development. Proven leadership in B2C, B2B2C, B2B, E-commerce and Retail categories with a track record of driving revenue growth and achieving business objectives.

PROFESSIONAL EXPERIENCE

FULLSPEED AUTOMOTIVE, Denver, CO

fullspeedautomotive.com

Director, Brand & Operations

August 2024 - May 2025

- Developed and executed integrated multi-channel marketing campaigns for 11 automotive service brands tailored to specific customer segments, channels, and business models, directly supporting company growth objectives.
- Engaged stakeholders across corporate-owned and franchisees to align brand positioning, messaging and service offerings to ensure consistency across all brands.
- Provided servant leadership and mentored brand team while collaborating cross-functionally with operations, finance, external vendors and creative agencies ensuring projects were delivered on time and within budget.
- Ideated, created and launched Cars of Character High-Mileage Club brand and campaign designed for vehicles with 75k+ miles. Mapped end-to-end customer journey, from initial brand awareness to post-service membership and engagement tactics utilizing digital, search, paid & organic social, programmatic, email, and direct mail media channels.
- Monitored market trends, customer insights, and competitor actions to continuously evolve promotional strategies and brand positioning across all brands, ensuring differentiation and market leadership.

Director, Retail Marketing

July 2023 - July 2024

- Effectively marketed retail brands by developing consistent visual brand identities, creative themes, and messaging to drive new customer acquisition and retention, across all marketing channels and customer touch points ultimately contributing to increased sales and reaching \$50M EBITDA goal.
- Served as Board Member for Front Range Area of Dominant Intent (ADI) collaborating with all Franchise and corporate-owned Grease Monkey brand service centers within the Denver DMA. Attended quarterly board meetings to ensure cohesive and integrated marketing efforts across market area.
- Played a key role in evolving FSA marketing organization by integrating new talent, capabilities, and scalable processes to drive sustainable business growth.

Manager, Retail Marketing

August 2022 - June 2023

- Worked alongside senior management team to drive a successful turnaround of sales performance across 300+ corporate-owned retail centers in the U.S. spanning 18 brands encompassing quick lube, quick lube/minor mechanical, and full-service automotive repair business models.
- Oversaw development and implementation of annual marketing plans, promotions, advertising and digital campaigns including creative strategy, concept development and production, media allocations, research and budget administration totaling \$12M.

JOYRIDE PICTURES, Boulder, CO

Founder | Content Creator

July 2019 - Present

- Joyride Pictures is a social media brand and YouTube channel dedicated to documenting real-life stories of automotive enthusiasts and their joy found in the machines that move them. Jump behind the wheel to join us for a joyride and discover what moves you. Welcome to Joyride Pictures. Driven by What Moves You.

GARAGE COMMUNICATIONS, Boulder, CO**Consultant | Owner***February 2018 - July 2022*

- Consulting practice providing strategic business planning, sales and marketing solutions. Services included: strategic planning, channel sales and business development, brand identity, product development, positioning and messaging, creative development for advertising, CRM, and digital content creation.

Accounts: Adam's Polishes, Automotive Aftermarket consulting assignments

FEDERAL-MOGUL MOTORPARTS, Denver, CO & Los Angeles, CA**fmmotorparts.com****Regional Marketing Leader — West***February 2016 - January 2018*

- Member of Global Commercial Strategy and Marketing organization focused on North American regional execution of key corporate business priorities for a broad portfolio of premium automotive aftermarket brands.
- Worked cross-functionally across corporation to establish trust and productive relationships with business unit general managers, channel partners, product and field sales teams throughout all levels of distribution — from executive leaders to feet on the street increasing awareness, generating demand and profitability for products.
- Led development and execution of regional B2B marketing and sales programs in support of corporate, product and training initiatives to increase market share and sales revenue resulting in \$160M of positive year over year financial performance to plan.
- Collaborated with corporate brand teams to develop marketing campaigns and sales support materials for multiple national product launches utilizing traditional and innovative digital channel marketing tactics.
- Conducted event-based focus groups to gather Voice of Customer (VoC) perspectives related to F-M Motorparts brands, products, technical training, market conditions and sales growth opportunities.

GATES CORPORATION, Denver, CO**gates.com****Senior Manager, Integrated Marketing Solutions***June 2009 - December 2013*

- Reported to NA division president while working closely with senior management team to define and execute annual marketing strategy in support of business unit products, channels and sales revenue targets. Tracked key strategic initiatives and provided monthly dashboard of results to entire organization.
- Generated demand and sales support on \$400 million portfolio of products across eight categories, three segments and seven sales channels through integrated marketing strategies and communications programs.
- Led positioning, messaging, creative development and implementation of integrated marketing campaigns utilizing; TV, online videos, publications, advertising, product literature, sales promotion, social media, email, websites, smartphone applications, trade shows, public relations, training webinars and point-of-sale displays.
- Established digital solutions capability within business unit and directed strategy utilizing database management, email and marketing automation technologies (Marketo & Salesforce) to broaden reach of brand and sales team.
- Collected Voice of Customer (VoC) insights and refined customer personas through quarterly online surveys and Service Advisory Council focus groups. Utilized findings for new product development, message and content development, and to enhance ongoing sales and marketing campaigns.
- Established objectives of marketing campaigns to define and measure Return on Investment (RoI). Forecasted and managed annual marketing budget while monitoring effectiveness of marketing activities.
- Responsible for external marketing resource vendor relations as well as internal staff supervision, team development, performance reviews, calibrations and merit recommendations.

EDUCATION

Bachelor of Journalism / Advertising, University of Nebraska-Lincoln, Lincoln, NE

Minors: Business, Economics, Psychology and Art

Leadership 2.0, Northwood University and the University of the Aftermarket, Midland, MI