

SENIOR BUSINESS DEVELOPMENT MANAGER

Innovative sales and account leader with 15+ years of experience driving account growth in B2B and B2C automotive and V-Twin markets through adaptive strategy development and execution. Adept at building strong client relationships while identifying areas of potential account growth and delivering customized client solutions to drive long-term success. Excellent history of revenue generation, market penetration, and team leadership.

"Mark possesses a deep understanding of the intricacies of modern vehicles and their systems. His commitment to staying updated with the latest advancements in automotive technology ensures that he delivers top-notch solutions and services to his clients. His passion for automobiles, combined with a dedication to excellence, makes him an asset in the automotive industry." - Jon M., Territory Sales Manager, Action Sales & Marketing

New Business Development • Dealer Adoption • Analysis and Reporting • Sales Strategy Development
Market Analysis • B2B and B2C Sales • Simultaneous Priority Management • Industry Relationship Management • Market
Analysis • Cross-Functional Leadership • Dealer Management • Strategic Partnership Development

CAREER HIGHLIGHTS

- Created partnerships with influential social media personalities and content creators to drive brand awareness and exponentially drive sales increases of over 1000%.
- Expanded account base by 50% through impactful outbound communication strategies, forging strong account-holder relationships for revenue growth.
- Generated \$5M+ in annual sales within B2B and B2C channels, penetrating new markets for expansion.
- Crafted and executed product mix strategies within existing accounts to multiply sales through account expansion.

PROFESSIONAL EXPERIENCE

AMSOIL, Inc. • Remote/Leawood, KS • 2024-Present

Senior Business Development Manager, Midwest Region

Build solid, trust-based relationships with B2B clients to increase customer engagement by identifying key business drivers and presenting tailored solutions. Deliver compelling sales proposals and technical presentations, leading to the successful conversion of prospects into purchasing accounts. Lead and mentor a business development team, driving performance and ensuring alignment with customer needs and company objectives.

- Oversee the Midwest region, managing a \$3M annual book of business, driving growth through strategic account management and customer relationship building.
- Successfully expanded company offerings by securing new private label automotive performance aftermarket business, leveraging long-standing industry relationships to open new revenue streams and strengthen market position.
- Grew sales and profit margins by securing \$500K in new OEM and private label business within the first 90 days, while maintaining and expanding existing accounts for long-term growth.
- Improve market presence and network strength by identifying and integrating new dealer and distributor accounts within the United States and Canada.

Blown Away Motorsports, LLC • Leawood, KS • 2021-2024

Director of Operations and Business Development

Led day-to-day operations within the business, creating a user-friendly e-commerce experience for automotive enthusiasts. Created and managed social media channel branding and content, building partnerships with influencers within the market to expand engagement and drive revenue growth. Identified and targeted key local and national customer segments, utilizing data and market trend analysis to connect with new customers.

- Created content within social media to drive over 1M views, creating increases in brand awareness, recognition, and engagement within the target market.
- Grew sales from nothing to over \$50K within the first year, experiencing exponential growth month-to-month.

- Crafted marketing initiatives, producing 45% website traffic growth and 25% increases in user interaction through social media.
- Cultivated customer loyalty through consultative selling, engaging clients about vehicle customizations and upgrades to build rapport and trust.
- Multiplied social media growth by 1000% through innovative influencer partnerships, informative content creation, and strategic engagement-building campaigns.

Deatschwerks Fuel Systems • Remote/Oklahoma City, OK • 2019-2021

North American Sales Manager

Pioneered new business development initiatives while enhancing existing account relationships through a strategic focus on service and accuracy. Designed and executed sales strategies to drive profitable sales volume across the North American B2B sales channel within a multi-tiered distribution network while leading three onsite direct reports through remote engagement. Targeted growth through dealer development and direct-to-consumer sales.

- Managed the account life cycle by prospecting and qualifying new opportunities, onboarding new accounts, and rolling out new products to existing customers.
- Forged robust networks through national trade show and racing event participation, expanding pipeline quality and value.
- Increased the account base by 50% through new account acquisition and present account expansion, exceeding \$1M in sales annually.
- Employed exceptional customer service and product knowledge to generate trust with account holders, creating new opportunities for account growth.
- Developed and nurtured relationships, while also increasing the understanding of customers key business drivers.

“Mark’s automotive knowledge spans the fundamental principles of engine operation to advanced concepts in engine design, performance optimization, and maintenance. His expertise allows him to effectively diagnose issues, optimize performance, and implement solutions, making him a valuable resource in the field of Automotive Technology.

*~Jason M.,
Regional Sales Manager,
Scott Lewis and Associates Inc.*

ProCharger Superchargers • Lenexa, KS • 2010-2019

Global Sales & Dealer Development Manager

Provided leadership to four direct reports in the development and execution of sales strategies targeting increases in the product mix within existing customer accounts. Built and maintained client relationships with key automotive and V-Twin stakeholders to increase sales revenue. Employed consultative assessment skills to optimize dealer performance by delivering solutions consistently within the relationship. Led internal optimization projects to protect profit margins.

- Began working in a company producing \$8M in revenue and left a company earning over \$25M in annual revenues while producing 25% of total revenues through Global Sales and Dealer Development.
- Expanded the company’s dealer network by 30%, adding a variety of new accounts to the portfolio.
- Increased sales by 100% from 2016 to 2019 by targeting market segments and demographics.
- Achieved personal sales of \$5M+ for three consecutive years, boosting overall revenue generation for the company.
- Resolved administrative margin declines by leading a one-year pricing overhaul project for 10K+ parts, identifying pricing errors producing losses and protecting company revenue growth.

Additional Experience

Outside Parts Sales | MHC Kenworth
Person Lines Underwriter | Farmers Insurance
Mobile Automotive Technician | Self-Employed Sales & Service

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Technology, Automotive Technology – Management & Marketing, Pittsburg State University
Engagement Selling Program TM Certification

TECHNICAL SKILLS

Salesforce • Enterprise IQ • QuickBooks • Nutshell • Traction Tools • Advanced Driver Assistance Systems