**RYAN DICUS**  
**Sales Management | Territory Growth | Client Relations | Project Management | Field Engineering**  
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**PROFILE SUMMARY**

Results-driven sales and management professional with 20+ years of experience in the automotive and marine industries. Proven expertise in driving revenue growth, expanding market share, and cultivating long-term client relationships. Adept at sales strategy execution, team leadership, operational efficiency, and project management. A strategic thinker with a hands-on approach to problem-solving, performance optimization, and customer satisfaction. Skilled in field engineering, marine rigging, and overseeing complex installation projects to ensure quality and efficiency.

**CORE COMPETENCIES**

* Territory & Account Management
* Sales Strategy Development & Execution
* Client Acquisition & Retention
* Dealer & Vendor Relationship Management
* Training & Team Development
* P&L Oversight & Budgeting
* Marketing & Brand Positioning
* Trade Show & Event Management
* CRM & Sales Analytics
* Project Management & Field Engineering
* Marine Rigging & Installation Oversight

**PROFESSIONAL EXPERIENCE**

**Sales Manager**  
*Sunstream Boat Lifts | Sarasota, FL | Feb 2024 – Present*

* Spearhead direct sales operations for the Florida business unit, enhancing customer experience and profitability.
* Drive revenue growth through industry-leading customer support and relationship management.
* Oversee territory leads, increasing sales conversion rates and optimizing installation processes.
* Manage trade show setups and execution to expand brand visibility.
* Lead project management for marine lift installations, ensuring structural integrity and operational efficiency.
* Oversee field engineering tasks, including troubleshooting, quality control, and customer support during installations.

**Key Achievements:**

* Doubled forecasted sales closing rate within the second quarter.
* Streamlined installation procedures, reducing field time significantly.
* Enhanced customer retention with personalized follow-ups and service excellence.
* Optimized marine lift installation processes, improving efficiency and reducing errors.

**Assistant Service Manager**  
*Morgan Auto Group | FL | Mar 2023 – Feb 2024*

* Led daily service department operations, ensuring high customer satisfaction and efficiency.
* Provided expert guidance on service options, upselling opportunities, and resolving customer concerns.

**Key Achievements:**

* Increased monthly sales by 20%, surpassing profit goals.
* Secured a 15% increase in repeat business through retention strategies.
* Achieved a 95% customer satisfaction rate by implementing prompt and professional service.

**Regional Sales Manager – Florida**  
*Transamerican Auto Parts / Dealer Services Int. | Tampa, FL | Aug 2020 – Mar 2023*

* Managed a $1.5M budget and oversaw 200 dealership accounts across Florida’s West Coast.
* Developed sales projections, executed marketing strategies, and trained dealership staff.

**Key Achievements:**

* Increased profits by 25% through consistent overachievement of sales targets.
* Expanded customer base by reactivating 30 lapsed clients and acquiring 40 new accounts.
* Delivered 15+ dealership presentations and trained 50+ sales personnel.

**Commercial Sales Specialist**  
*GPC Auto Parts | Tampa, FL | Feb 2020 – July 2020*

* Provided comprehensive dealer training and product knowledge sessions.
* Engaged in key account strategy and competition analysis.

**Key Achievements:**

* Increased regional sales by 20%, particularly in auto repair shops.

**Sales Manager**  
*Gateway Tire / Robertson Tire | Tulsa, OK | Sept 2014 – Oct 2019*

* Led retail sales and installation teams, optimizing inventory and customer service operations.
* Developed strategic relationships to drive growth and enhance profitability.

**Key Achievements:**

* Increased YoY sales by 12% through strong negotiation and sales leadership.
* Maintained 100% customer satisfaction by ensuring quality control in installations.

**President & Owner**  
*Ryno 4WD & Accessories | Tulsa, OK | Dec 2000 – Aug 2014*

* Founded and managed a successful automotive aftermarket business for 14 years.
* Implemented innovative marketing and operational strategies to scale the business.

**Key Achievements:**

* Grew annual sales to $1M+, maintaining a loyal customer base of 12,000+.
* Successfully negotiated and sold the business to Gateway Tire Co. in 2014.

**TECHNICAL SKILLS**

Microsoft D365 | ERP Legend / Vision POS | M2M | Pipedrive | Jobber | CRM HubSpot | Microsoft Office Suite | Reynolds & Reynolds Dealer Software | Marine Rigging & Installation | Field Engineering

**EDUCATION**

**Bachelor of Science in Geography**  
*Oklahoma University | Norman, OK*