



Toby Pawlaczyk.

I'm an automotive business executive with 30 years of diversified experience, concentrating in product lifecycle management, eCommerce, and marketing.

Passion for leadership, dedication to my team, and pursuit of perfection drive my mission & vision, translating my extensive experience into measurable action and results.

● 4622 Steeplechase Dr, Batavia OH 45103

● tobypawlaczyk@yahoo.com

● (513) 315-4005

Experience Summary

Want more work background? Visit my [LinkedIn](#) page.

Tire Discounters, Inc.

Director, Category Management Current 2 months

As a seasoned professional in Category Management, I bring a strategic mindset and a keen eye for data-driven insights to optimize product assortments, pricing, and promotions

- + Expert in strategic category planning, leveraging advanced analytics to align category strategies with company goals and market trends.
- + Skilled in cross-functional collaboration to enhance category performance through effective partnerships with suppliers, marketing, and operations.

Digital Marketing & eCommerce 10 months

Spearhead comprehensive Digital Marketing and eCommerce strategies to propel brand visibility, engagement, and revenue across all subsequent brands for Tire Discounters.

- + Created interdepartmental processes to increase efficiency from briefing to execution.
- + Leveraged CRM and Paid Search technology to optimize customer retention and acquisition through all digital channels.
- + Decreased spend by 10% in multi-million dollar budget.

Division Leader, Performance Discounters 2 years, 2 months

Lead a multimillion-dollar automotive aftermarket performance accessory & eCommerce business unit strategy for Tire Discounters and all subsequent brands driving revenue, innovation, business disruption, and the creation of new business value.

- + Increased revenue by double digits every year.
- + Expanded SKU assortment by over 100,000.
- + Increased vendor supplier base from less than 10 to over 50.

Director of eCommerce 4 years, 7 months

Managed staffing, budgeting, sales, and stock assortment planning as part of the front office leadership team, ensuring all warehouse management and partnered business units collaborated to efficiently plan and drive the vision of eCommerce.

- + Spearheaded modern technology improvements.
- + Lowered cost of goods sold by lowering shipping costs 50%.

LKQ Inc.

Category Manager 6 years, 11 months

Responsible for the global procurement of major core product lines and categories within the crash parts sector of our business model, including development of the Goodmark Industries Restoration Product Lines and branding the ProEFX Custom Accessory line within the business model of Keystone/LKQ.

- + Managed nine-figure annual purchase amounts, often exceeding \$500M.
- + Effective annual RFP resulted in 5-10% cost of good reductions across six product lines.

Auto Body Panels Inc.

Purchasing Manager 9 years, 7 months

Effectively managed major data integrations and ERP system inventory forecast controls while maintaining direct customer accounts, international purchasing controls, and procurement.

- + Managed over \$25M in purchases annually.
- + Diversified product lines to over 500 new products in the first year.

Wholesale Radiator Inc.

Branch Manager 6 years, 8 months

Responsible for all P&L within the branch while controlling all hiring, coaching, and merchandising.

- + Increased new customers 15% in first year.
- + Increased sales volume by 20% in the first year, despite lowering operating costs by 5%.
- + Maintained double digit growth YoY throughout tenure.

Education Summary

Want more details on my education? Visit my [LinkedIn](#) page.

Washington State Community College 1993 - 1995

AAS: Automotive Business Management | 4.0 GPA

Waterford High School 1989 - 1993

Honors Curriculum | 3.75 GPA

References

Please feel free to contact any of the below references.

Dan Wishart
Director, Product Development
and Vendor Relations
LKQ, Inc. (615) 812-9682
dwishart@lkqcorp.com

Jon Burnham
General Manager
Domestic Vendor (973) 452-5310
Jon@keypartsinc.com

Rob Barkley
President & Owner
Do the Things Consultancy (615) 300-4463
Rob.barkley63@gmail.com

Steve Wadsworth
President & Owner
S.A Piper Logistics (513) 315-8624
steve@sapiper.com