

Brent Hillyer

DIRECTOR, MARKETING & SALES OPERATIONS, Automotive/Motor Vehicles/Parts

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## Objectives

A proven agent of change leading enterprise Sales and Marketing teams while developing and integrating retail, wholesale, and financial service strategies.

Currently leads the vision, strategy, and execution of sales/marketing & technology initiatives for a \$500M operation. Previously spent 15 years with Volkswagen of America developing the Volkswagen Credit Brand, launching VW Certified Pre-Owned, leading retail strategy, managing region operations, and most recently was General Manager of Retail Marketing.

Featured participant/panelist at J.D. Power and Wards Conference(s). Operational expert with significant experience managing Tier I, II, and III communications developing them to be more efficient and cohesive.

## EMPLOYMENT HISTORY

### Ron Tonkin Auto Group

June, 2007 - Present

Director, Marketing & Sales Operations

Marketing/Product, Automotive/Motor Vehicles/Parts

PORTLAND, OR,

### Volkswagen of America, Inc.

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General Manager, Retail Marketing

Marketing/Product, Automotive/Motor Vehicles/Parts

AUBURN HILLS, MI,

### Volkswagen of America, Inc.

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Region Operations Manager

Sales/Retail/Business Development, Automotive/Motor Vehicles/Parts

ANDOVER, MA,

### Volkswagen of America, Inc.

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Area Executive

Sales/Retail/Business Development, Automotive/Motor Vehicles/Parts

LAKE OSWEGO, OR,

### Volkswagen of America, Inc.

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Team Leader, Retail Strategy & Integration

Business/Strategic Management, Automotive/Motor Vehicles/Parts

AUBURN HILLS, MI,

## Volkswagen of America, Inc.

-

Brand Leader

Marketing/Product, Automotive/Motor Vehicles/Parts

AUBURN HILLS, MI,

## VW Credit, Inc.

-

Brand Leader

Marketing/Product, Banking/Financial Services

AUBURN HILLS, MI,

## EDUCATION HISTORY

### Texas Tech University - Technical Writing

United States

Bachelors Degree

1986 - 1990

## SKILLS

Tier I through III Marketing

Digital (web site design/development, search/social)

Sales & Marketing Operations