

# John Crawford Jr.

John@JohnCrawfordJr.com  
571-523-8090

*Seeking a new challenge in the automotive parts and service industry, to utilize my past service and operational excellence experience in driving sales and profitability*

## Experience

- May 2019 – Present                      **Daimler AG – Daimler Trucks North America**      PA, MD, DE, and Northern VA
- **District Parts Manager**
    - ⇒ *Direct support for 39 Freightliner, Western Star, and Thomas dealers and Detroit Diesel distributors. Responsible to meet parts sales objectives, drive company initiatives, and grow dealer profitability.*
    - ✓ *Led east region in S60 sales promotion participation, generating over \$250k in incremental sales*
- October 2015 – May 2019                      **American Honda Motor Co.**                      Various Locations: CA, MD, VA
- May 2017 – Present                      **Senior District Parts and Service Manager**      Washington DC Metro
    - ⇒ *Direct support to a district of 8 Honda automobile franchises, and 1 satellite service facility in a major metro market. Responsible to meet parts & accessory sales objectives, drive repair order growth, customer retention, and customer satisfaction scores.*
    - ✓ *In FY18, exceeded parts objective by 1.57 million, while meeting expectations in all other metrics.*
    - ✓ *Consistently have lead zone in sales volume and growth over prior year in parts and accessory sales.*
    - ✓ *In FY19, district has led nation in total volume for national parts sales promotions in tires & brakes*
  - Oct. 2015 – May 2017                      **District Parts and Service Manager**                      San Joaquin Valley, CA
    - ⇒ *Direct support to a district of 9 Honda automobile franchises. Responsible to meet parts & accessory sales objectives, drive repair order growth, customer retention, and customer satisfaction scores.*
    - ✓ *In FY17, exceeded objective and improved parts sales 9.2%, also exceeded objective in accessory sales growing 25.6% over prior year.*
    - ✓ *Consistently led the zone and exceeded objective in parts and accessory national promotions.*
- January 2008 – October 2015                      **Advance Auto Parts**                      Various Locations: NJ, OH, IN
- Feb. 2013 – Oct. 2015                      **District Manager**                      NE. Indiana & Cleveland, OH
    - ⇒ *Responsible for all district store operations including, but not limited to: scheduling approvals, recruitment and hiring of store leadership, full district P&L responsibility, and district inventory and cash management.*
    - ✓ *Promoted and relocated to lead 14 stores in NE Indiana, achieving 19.5 million in annual sales.*
    - ✓ *In 2014, grew topline sales 9% and bottom line operating income 45%, the district was ranked number 1 in region and 19<sup>th</sup> out of 303 districts in company.*
    - ✓ *In 2015, I was re-assigned to Cleveland, OH, the district ended 2014-ranked 3<sup>rd</sup> worst in company, missing sales target by \$400k and operating income by \$500k for the year.*
    - ✓ *By October 2015, we grew top line sales by 1.41% or 41k while increasing our bottom line operating income 14.3% or 39k.*
  - Jan. 2008 – Feb. 2013                      **General Manager**                      Southern NJ Market
    - ⇒ *Responsible for total store operation including, but not limited to: scheduling, opening and closing duties, full location P&L responsibility, and inventory and cash management.*
    - ✓ *Consistently exceeded DIY & DIFM sales goals in stores with revenue volumes of 1.4 to 2.1 million.*
    - ✓ *Assisted in training and mentoring many members of new store and regional management, including 4 full new store location teams in the NYC Metro market.*

## Education

- BS Business, Mgmt. and Marketing                      **Penn State University**                      University Park, PA
- AS Business Administration                      **Rowan College at Burlington County**                      Mount Laurel, NJ

