



John Crawford Jr.

Product Marketing & Operations Executive

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Executive Summary

Transformational Product Marketing & Operations Executive with 16+ years of experience leading \$1B+ portfolios and high-performing teams across the automotive and aftermarket sectors. Recognized for driving double-digit growth, operational excellence, and supplier ecosystem transformation that unlocks enterprise value. Proven ability to align product strategy with corporate objectives, scale innovation, and deliver sustainable profitability.

Core Competencies

Enterprise Strategy & Vision | P&L Ownership | Global Portfolio Leadership

Product Innovation & Go-to-Market Strategy | Market Expansion | Customer-Centric Growth

Supplier Ecosystem Optimization | Strategic Sourcing | Cost Transformation

Data-Driven Decision Making | KPI Development | Business Intelligence (Excel, Python, R, Tableau, Power BI)

Executive Leadership | Cross-Functional Alignment | Change Management | Talent Development

Professional Experience

Daimler Truck North America | Product Marketing Manager (Feb 2024 – Present)

Portfolio Leadership / Strategic Growth / Cross-Functional Execution

- Directed a \$1.3B aftermarket product portfolio within a \$4B business, delivering measurable growth and profitability across filtration, braking, steering, and trailer categories.
- Spearheaded go-to-market execution, elevating product positioning and competitive advantage in key market segments.
- Transformed supplier strategy, negotiating partnerships that reduced costs and improved supply resiliency across categories.
- Orchestrated lifecycle management from market insight to commercialization, accelerating time-to-market and portfolio ROI.

Daimler Truck North America | Regional Parts Manager (2019 – 2024)

- Managed \$185M in parts sales across 45 dealers/distributors, driving profitability and enterprise growth.
- Built strategic dealer partnerships to align corporate initiatives with market needs, accelerating product adoption.
- Directed inventory optimization and supply chain enhancements, reducing excess and obsolete inventory.
- Conducted performance audits and implemented strategic recommendations, improving dealer efficiency and customer satisfaction.

American Honda Motor Co. | Senior District Parts & Service Manager (2015 – 2019)

- Served as executive liaison to 11 Honda and Acura dealers in a \$69M market, aligning corporate strategy with dealer performance.
- Delivered strong growth: +9.2% parts sales and +25.6% accessory sales YoY.
- Led national performance in targeted sales campaigns and pre-launch promotional initiatives.
- Implemented customer experience programs, boosting satisfaction and service quality metrics.
- Optimized warranty expense management, balancing cost control with compliance.

Advance Auto Parts | District Manager, General Manager (2008 – 2015)

- Directed operations for 14 locations generating \$19.5M in sales; achieved 9% sales growth and 45% income growth.
- Led 145 employees with 42 direct reporting managers, fostering leadership pipeline development.
- Executed turnaround of lowest-ranked district, achieving 1.4% sales growth and 14.3% income improvement within one year.
- Consistently exceeded sales targets and built succession bench strength by mentoring future District Managers.

Education

MBA – Business Analytics, Penn State University

B.S. – Business, Management & Marketing, Penn State University

A.S. – Business Administration, Rowan College at Burlington County

Technical Skills

Operations Management, Process Improvement, Leadership, Relationship Building, Customer Focus, Strategic Planning, Communication, Data Analysis through Excel, Python, R, Tableau, Salesforce, Power BI.