

# Joseph T. Dean

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## Senior Sales Executive

### Automotive • Consumer Goods

Award winning sales-and-marketing executive with steady record of advancement, leadership, and success with the fourth-largest corporation in the US. Results oriented, highly adaptable and MBA trained (Duke). Master team builder, coach and mentor.

- Progressively elevated through 16 challenging assignments during diverse sales-and-marketing career at Ford.
- Succeeded in every facet of automotive marketing and sales in North America.

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### CORE COMPETENCIES

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|------------------------|-------------------------------|--------------------------|
| • Turnarounds          | • Business Planning           | • Restructuring          |
| • Client Relations     | • Data Driven Decision Making | • Staff Management       |
| • Competitive Analysis | • Forecasting                 | • Team Building          |
| • Market Analysis      | • Change Management           | • Training & Development |

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### PROFESSIONAL EXPERIENCE

#### FORD MOTOR COMPANY, Various Locations

1985–Present

Currently a senior leader in the U.S. Ford-Lincoln-Mercury sales and marketing organization. Won numerous sales awards and steady promotions during 24 years with Ford. Advanced to a new challenge every two years, on average.

#### Market Representation, U.S. Dealer Contracts Manager (2007–Present)

Leading all Market Representation Planning, Business Management & Analysis functions for Ford, Lincoln and Mercury as well as the corporate Global Online Dealer Database (GOLDD) and Dealer Contracts for all U.S. franchises, including: appointments, terminations, relocations, amendments and consolidations. Appointed Assistant Secretary for Ford Motor Company for all dealership transactions. Appointed to the Board of Directors and President of Ford Investment Enterprises Company (FIECo).

- Led automation and centralization of franchising in 17 U.S. regional offices. Achieved major reductions in overhead by streamlining processes and eliminating redundancies.
- Achieved record-breaking departmental employee satisfaction on record – despite turmoil caused by Ford restructuring.

#### Strategy & Planning Manager, Marketing, Sales & Service (MS&S, 2006)

Advanced to cross-functional assignment reporting directly to the Group Vice-President for MS&S during major restructuring of US operations. Contributed to multiple strategic initiatives during field reorganization of Ford and Lincoln-Mercury.

#### Regional Manager, Ford Division, Detroit (2003–2005)

*Ford's fourth largest region in North America – revenue \$3.2B – including Michigan, NE Indiana and NW Ohio.*

Promoted to lead Ford's fourth-largest region, fully accountable for regional P&L. Managed all franchising, distribution, sales, and marketing including annual budgets of \$60M for discretionary marketing and \$50M for local Tier II advertising.

- Achieved the *National Market Representation Award* for both 2004 and 2005 for outstanding franchising accomplishments. Turned around our Dealer Development portfolio and broke the record for profitable and high volume dealer appointments.

- Increased profitable market share by nearly 1 full percentage point – from 18.6% to 19.5% – within first year on the job. Achieved retail market share that outperformed the Nation in 2004 and 2005.
- Cut variable marketing costs by \$12M annually – and created a unique marketing opportunity for the Division – by developing and launching the “Flexbuy Rebate.” This new product improved sales on key vehicle lines by temporarily reducing monthly payments – also encouraged a short trading cycle that shifted residual risk & options to consumers.

#### **Franchising Manager, Ford Division – Western US (2001–2003)**

Approved all dealer appointments, terminations, facility actions, relocations and market studies. Took charge of the Dealer Development (DD) portfolio and Ford Investment Enterprise Company (FIECO). Chaired special task forces and organizational committees.

- Increased profits nearly \$15M (within 18 months) by cutting 22 underperforming dealerships.
- Realigned strategy to focus on larger dealerships with successful track records.
- Led the closure of FIECO business ventures and supervised the sale of remaining assets.

#### **Regional Operations Manager, Ford Division – Denver, CO (1999–2001)**

*Largest geographic territory in US, covering 10 States including CO, AZ, NM, ID, NV & UT. Majority of staff lived outside of Denver, requiring a flexible management style and strong interpersonal skills.*

Promoted to turn around problems with dealer relations caused by a field reorganization and major shift in production philosophy. Supervised distribution, scheduling, merchandising, business development and dealer-contact personnel.

- Led the Region from 17th (out of 17) to #1 in the country based on overall dealer satisfaction in the NADA annual survey.
- Improved the profitability of the Region from #7 (out of 17) to #4 in 18 months.

#### **General Zone Manager, Ford Division, SW Region, Dallas, TX (1997–1998)**

*Zone covered 298 dealers in TX and OK – largest volume-and-profit region in North American Automotive market.*

Promoted to take charge of Ford’s leading North American region (based on volume and profit). Supervised 15 zone managers and 10-person support staff responsible for wholesaled production plans to franchised dealers. Mentored several managers who advanced far beyond their peers.

- Achieved record \$1B profit target – a 23% year-over-year improvement – the first and only region to achieve this milestone.
- Improved vehicle line profitability 12% by balancing the mix and rates of inventory between regions, and by prioritizing production of several aftermarket components.

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### **ADDITIONAL SALES EXPERIENCE (1982–1996)**

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#### **Additional Sales & Marketing Experience (1982–1996)**

Ford Division National Incentives Coordinator (1996–1997)

Ford Division Dealer Advertising Manager (1995–1996)

Department Manager, Pittsburgh, PA (1993–1995)

Zone Manager, Ford Division Pittsburgh, PA (1988–1993)

Dealer Computer Services Marketing Manager, Cleveland, OH (1985–1988)

Controller, Clapp Oldsmobile, Clarksville, IN (1984–1985)

Computer Salesman, banking & personal productivity market (1982–1984)

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### **EDUCATION**

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**MBA**, Global Marketing, Duke University, Fuqua School of Business (2001)

**B.A.**, Business, Oklahoma Baptist University (1982)