

ALEX MONCADA

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EXPERIENCE

Investor and General Manager

0123, INC (51% Investor) – MJ Family Auto Sales

📅 February 2024 – Present

- Oversee daily operations, managing a team of 5 employees to drive sales and operational efficiency.
- Strategically guide business growth and maintain effective operational workflows.

Regional Wholesale Representative

360 Auto Brokers Wholesale Vehicle Sales, Kent, WA

📅 November 2023 – January 2024

- Established and expanded dealership partnerships, generating sales of 40+ wholesale vehicles monthly.
- Strengthened client relationships through exceptional service and consistent communication.

General Manager

Bruce Titus Automotive Group – Jeep Chrysler of Olympia

📅 June 2023 – November 2023

- Increased store output by 210%, boosting monthly sales from 45 to 140 units within 90 days.
- Created a BDC department to enhance customer experience and launched targeted marketing campaigns for both English and Hispanic markets.
- Led and developed a high-performing team, implementing sales training, setting goals, and managing daily activities to meet quotas and drive growth.

Regional Wholesale Representative

Crossborder Vehicle Sales, Kent, WA

📅 October 2022 – May 2023

- Developed strong dealership relationships, achieving a monthly whole-sale vehicle output of 45+ units.
- Provided exceptional customer care and service, maintaining high satisfaction levels.

Used Car Director – Buyer

Renton CDJR – Puget Sound Auto Group

📅 March 2022 – September 2022

- Innovated business growth strategies in both wholesale and retail mar-kets, boosting sales performance.
- Created training materials for new sales consultants and implemented a buying program through the service drive and KBB offer system.
- Restructured the Wholesale Department to optimize profitability from aged inventory and trade-ins.

Sales Manager – Buyer

South Tacoma Mazda – Tacoma Preowned Supercenter, Tacoma, WA

📅 June 2021 – January 2022

- Created innovative strategies to grow the business in both wholesale and retail markets, boosting sales.
- Developed training materials for new sales consultants, enhancing team capabilities and performance.
- Expanded the acquisition of high-quality inventory through established industry relationships.

PROFESSIONAL SUMMARY

Dynamic and results-driven General Man-ager with over 26 years of experience in the auto industry, excelling in sales, team leadership, and operational management. Demonstrated expertise in boosting produc-tivity and profitability across multiple deal-erships through innovative strategies and mentoring. Skilled in building and leading high-performing BDC departments, leverag-ing CRM and sales management tools, and driving revenue growth. Proficient in HR compliance, marketing strategies, and buyer operations. Bilingual in English and Spanish, with a proven ability to connect with diverse teams and clientele. Adept at fostering cre-ativity and innovation to deliver exceptional business outcomes.

AREA OF EXPERTISE

- Financial Forecasting
- Marketing Campaigns
- Sales Strategy Development
- Team Leadership
- Transactional leadership
- Contract Negotiation
- Servant leadership
- Inventory Management
- Wholesale & Retail Operations

PERFORMANCE HIGHLIGHTS

-  **Wholesale Innovation**
Created a wholesale-to-retail platform at Xcar Inc., boosting profits per unit from \$1,000 to \$4,000+ in one fiscal year.
-  **Demonstrated Profitability**
Increased average monthly gross profit at South Tacoma Auto by 150% from 2007 to 2017, achieving \$1.2M in net profit in 2012.
-  **Innovative Buyer Program**
Implemented a buyer program at South Tacoma Auto, increasing unique inven-tory by 60% through strategic purchas-ing.
-  **Leadership Development**
Designed and launched an employee leadership program, a groundbreaking initiative for privately held used car businesses.

General Manager

XCar Inc. d.b.a. Advantage Auto Direct, Kent, WA

📅 June 2018 – April 2021

- Developed strategies to expand business in wholesale and retail markets, driving growth and profitability.
- Assembled and led a new team, establishing a Profit Department similar to a Finance Department.
- Created innovative platforms and marketing strategies to support an out-of-state sales team.

General Sales Manager

Infiniti of Tacoma, Fife, WA

📅 September 2017 – May 2018

- Trained new car product knowledge and leasing, enhancing team expertise and customer interactions.
- Forecasted and ordered new cars from Nissan, optimizing inventory for customer demand.
- Developed a Buyer Development Center (BDC), improving the customer experience and sales efficiency.

General Sales Manager

South Tacoma Auto, Tacoma, WA

📅 March 2007 – September 2017

- Supervised a diverse team, including sales, finance managers, and internal buyers, driving high performance and operational efficiency.
- Developed targeted marketing campaigns for English and Spanish-speaking markets, and created new inventory and special financing programs to improve customer acquisition and retention.
- Restructured the Finance Department, increasing performance by 300%, and earned National Independent Quality Dealer of the Year recognition in 2007.

General Sales Manager

Parkland Auto Center

📅 January 2000 – February 2007

- Supervised finance managers and sales consultants, driving high team performance and accountability.
- Created sales forecasts, managing vehicle inventory, gross profit, and expenses to align with sales goals.
- Managed customer complaints, ensuring exceptional satisfaction and maintaining positive dealership reputation.

Finance Manager

Barrier Motors Volvo, Bellevue, WA

📅 October 1999 – January 2000

- Secured financing for customers and offered additional profit opportunities through after-market products.
- Ensured smooth loan processing, accurately handling funds and maintaining compliance with financial procedures.
- Contributed to sales and training meetings, collaborating with colleagues to optimize performance.

Sales Consultant

Art Gamblin Motors, Enumclaw, WA

📅 June 1996 – September 1999

- Sold vehicles by understanding customer needs, conducting product demonstrations, and closing deals.
- Built relationships with customers through proactive engagement at community events and promotions.
- Awarded Salesperson of the Year for 1996, 1997, and 1998 for outstanding sales performance.

TRAININGS AND CERTIFICATIONS

Endless Possibilities Program

The Daphne Michaels Institute for Personal Development

📅 Sept 2015 – May 2016

How to Accelerate Groups or Teams into Success

Gale Leadership Development, LLC

📅 March 2010

The Art of Developing Others

Gale Leadership Development, LLC

📅 March 2009

The Heart of Leadership Course

Gale Leadership Development, LLC

📅 March 2008

The Joe Verde Academy

Sales and Management

📅 June 2015

Grant Cardone Academy

Sales and Management

📅 July 2021

GM PRODUCT EXPERT

📅 1999

CDJR MASTER PRODUCT EXPERT

📅 2023

GM LEASING ACADEMY

📅 1998

EDUCATION

Universidad Central de Venezuela

Engineering school

📅 1990-1992

Universidad José María Vargad

Bachelors Business administration and AA on Marketing

📅 1992-1996

Colegio San Antonio de la Florida

Bachelor's in science and High school Graduate

📅 1984-1990