

Daniel Brereton

Daniel displays extensive experience within the following automotive brands:

- Mercedes-Benz
- Land Rover & Jaguar
- Toyota & Hino
- Mitsubishi & Fuso
- Chrysler Jeep Dodge Ram Fiat
- Freightliner & International Harvester

Personal Details	
Name	Daniel Brereton
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Education	
Qualifications	<u>Trade Licenses</u> - Heavy Vehicle Repair Technician <u>Road Licenses</u> - Class-5 <u>Degrees</u> - Frontline Management
Training	<u>2017 - Hino Motor Sales Australia</u> - After Sales Professional - After Sales Expert <u>2017 - Iveco Australia</u> - Dealer Standards Expert - Sales Management Star - After Sales Professional - After Sales Expert <u>2016 - Daimler Trucks Australia</u> - Service Management Introduction - Sales Management Introduction - Warranty Manager Course <u>2015 - Daimler Trucks Australia</u> - Mercedes Benz Product Master

January 2019 - June 2019

Suttons Motors Australia - Truck Division

Group Business Development Manager

Suttons Motors is the largest family owned motor dealer group within New South Wales, encompassing 33 car & 9 truck dealerships.

In this role I became directly responsible for the successful business and customer account growth of the 9 truck dealers within the Suttons Motor Group. I was empowered to grow all departments in each dealership to excel beyond our competitors.

My key achievements in this role were:

- Key supply contracts with major insurance contractors and repairers across the New South Wales markets encompassing approximately 75% of the accident repair business within Sydney metro. These additions to the parts operation portfolio generated in excess of \$800,000 monthly parts sales.
- Brought average group sales CSI from 79% to 90%.
- Increased average group OEI to 88%.
- Streamlined service follow up procedure in 3 dealers operating below group average with procedure roll out to remaining 6 dealers over the following 12 months.
- Developed finance lender relationships for used truck division increasing penetration across joint used operations from 66% to 80%.
- Introduced key transport and operator fleets to group sales managers resulting in multiple sizeable fleet deals, including initial 15 light Hino truck purchase with intention to grow fleet to over 200 units within 24 month period.
- Mentored dealer managers and staff across all acumens of dealer operations including parts, sales, service and finance.
- Carried out regular dealer visits and audits to ensure adherence to both dealer group and OEM standards.
- Forecasted P/L figures including presentation of results to board and OEM's.
- Attended to OEM and dealer functions as required.
- Directly liaised with customers during delays and at times when operational vehicles remained off road.

June 2017 - January
2019

City Hino - Iveco Sydney

General Manager

City Hino - Iveco Sydney is the latest dealership purchase by the Suttons Motor Group, one of the largest family owned automotive groups in Australia.

The purchase of a new flagship dealership brought about a new General Manager position representing the Hino, Iveco and International line of trucks products. In this role I oversaw 2 sales and fixed-operation dealerships and a third satellite service department for our regional customers. Across the 3 sites we employed over 100 staff in sales, parts, service and finance.

The initial purchase of our this previously factory owned dealership saw us bring across 40 staff running at an average gross monthly loss of \$265,000. Through the addition of the Hino truck brand and restructuring of the dealership staff and processes the business broke even in November 2017 before consistently posting a net profit through the 2018 calendar year averaging a monthly \$313,000 net profit.

In this role I -

- Controlled all aspects of the dealership including complete financial responsibility
- Complete oversight of parts, service, sales & finance departments.
- Grew customer portfolio across sales, service and parts departments including key insurance repair accounts generating additional monthly sales of \$150,000 for parts division.
- Directly managed parts department including warehousing and wholesale operation for 4 months during initial recruitment period.
- Brought dealership into \$7 million club (Parts Sales) 2017-2018.
- Negotiated retail and fleet purchases ranging in value from \$50,000 to \$10,000,000.
- Moved City Hino from 5th overall metro dealer to 2nd while in this role.
- Increased OSI (Ownership Survey Index) from 77% to 100%.
- Reduced staff attrition to 10% through implementation of incentives and complimentary health management.
- Fostered a culture of excellence and pride across the dealer group.
- Represented the dealer group via interstate travel at OEM conferences.
- Reduced costs and increased productivity across all departments without detriment to staff numbers by refocusing key roles and individual responsibilities.
- Increased new truck Hino deliveries from 51 to 60 exceeding the metro target by 5 units.
- Reduced overall expenses across the combination of 3 sites from \$950,000 to \$700,000 monthly.
- Recruited, trained and mentored staff in all departments.
- Mitigated and established equitable outcomes via crisis prevention and mediation for both staff and customers.

In addition to my role and responsibilities as General Manager of City Hino - Iveco Sydney I oversaw our Jaguar Land Rover Prestige dealership in Sydney due to a maternity leave requirement of the current General Manager. I oversaw this site as acting General Manager for 6 months between February 2018 and August 2018.

February 2018 - July 2018 (Maternity Leave Contract)	<u>Suttons Brookvale Jeep</u> <u>Acting General Manager</u> <i>Suttons Brookvale Jeep is the sole Jeep Chrysler dealership in the Northshore Sydney area. This dealership offered complete front to back end service and sales to customers and employed a team of 40 staff members.</i> This temporary contract role was offered to me based on the results achieved as General Manager of City Hino - Iveco Sydney. Though a temporary role I was tasked with bringing the dealership CSI results (64%) to the national FCA standard of 78%. In this role I: • Increased dealership CSI rating from 64% to 82%. • Increased average backend gross profit from \$2200 to \$2800 during my 6 month tenure. • Increased monthly new car order write from 44 to 49. • Averaged \$125,000 monthly net profit over 6 months. • Increased daily workshop throughput from 80 units to 100. • Reduced monthly expenses from \$450,000 to \$410,000.
February 2017 - June 2017	<u>Western Toyota - City Hino</u> <u>General Sales Manager</u> <i>Western Toyota - City Hino is a joint branded light and heavy vehicle automotive dealership comprising a full service dealership offering new & used vehicle sales, parts, service and finance.</i> This role was presented to me offering a clear pathway to becoming a general manager in near future and earning me the ability to implement my own senior management strategy on a new business. As the general sales manager I oversaw 8 heavy vehicle salesmen and 12 Toyota salesmen across both used and new vehicle sales. My appointment to this role was tasked with overhauling sales procedures in preparation of the roll-out of our own self-developed CRM. In this role I achieved the below across our heavy vehicle sales operations: • Increased monthly order write resulting in delivered units increasing from 39 to 51. • Maintained average \$3700 front end gross profit in each new light duty unit. • Increased used truck sales from 21 to 27 in addition to increasing average front end gross profit to \$6500 per unit. • Posted average departmental net profit of \$190,000 • Reduced monthly expenses from \$210,000 to \$160,000. In our Toyota sales department I oversaw: • Delivery of an average 155 units per month (an increase of 12% over the previous calendar year) • Increased finance penetration to 90%. • 360 Unit deal to be rolled out over 12 months with Avis Car Rentals. • Increased front end additional (warranty/accessories) to an average \$1400 gross profit per unit.

June 2016 - February 2017	<u>Stillwell Trucks</u> <u>Sales Manager</u> <i>Stillwell Trucks are a leading truck dealership based in Milperra, representing all 3 arms of the Daimler Group of Products; Fuso, Freightliner & Mercedes-Benz.</i> Stillwell Trucks senior management acknowledged my desire to be a general manager and eventual equity partner Dealer Principal, as such they shaped my career path forward by moving me into sales management. This position saw me oversee a sales team of 6 salesmen representing 3 brands from the light, medium and heavy vehicle markets. The brands I managed in this role were our Japanese brand Fuso, American brand Freightliner and European marque Mercedes-Benz. In this role I: • Increased monthly light & medium duty sales from 32 units to 43 by building relationships and networking with upcoming and growing companies and fleets. • Increased monthly heavy unit sales from 3 to 8 during my time in this role. • Increased dealer penetration rate in conjunction with our finance manager from 50% to 75% through networking with further financiers and negotiating after sales additional into deals. • Brought Stillwell Trucks to 1st overall metro Mercedes-Benz dealer. • Increased gross per light duty unit from \$2400 to \$2800 during my time in this role. • Maintained all staff levels resulting in 0% attrition while in this role. • Averaged monthly net profit result of \$108,000 between August 2016 and February 2017.
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October 2015 - June 2016	<u>Stillwell Trucks</u> <u>Service Manager</u> <i>Stillwell Trucks are a leading truck dealership based in Milperra, representing all 3 arms of the Daimler Group of Products; Fuso, Freightliner & Mercedes-Benz.</i> Managing the day to day operation of a 30 person technician team and office team of 8. Dealing largely with clients from all arms of the customer base including OEM, Fleet, Government and retail/trade business. This role was empowered to overhaul the warranty management system and workshop productivity & efficiency processes. Responsibilities included: • Achievement of monthly and annual service and CSI KPI's. • Implementation of service processes by developing acute program roll out and development. • Identifying growing revenue and service distribution means.. • Cooperative dealership growth and target achievement alongside fellow department managers. • Collecting of customer feedback for adjustment of processes and streamlined service operations. • Staff training, development and quarterly performance reviews. In this role I; • Achieved and exceeded service departmental budget by 17.5% for group fiscal year - \$588,000 net profit. • Grew workshop efficiency to 113% during my time in this role. • Increased OES CSI figure from 64% to 88% through implementation of customer follow up procedure. • Implemented "Fixed right first time, on time, at a fair price" mantra across after-sales department. • Maintained and strengthened a large and varied customer portfolio including 4 additional national fleets representing over \$800,000 in additional parts and service sales monthly. • Completed express assessment rollout in preparation for Daimler Elite Support accreditation.
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February 2015 - October 2015	<u>Stillwell Trucks</u> <u>Workshop Controller</u> <i>Stillwell Trucks are a leading truck dealership based in Milperra, representing all 3 arms of the Daimler Group of Products; Fuso, Freightliner & Mercedes-Benz</i> As workshop controller for Stillwell Trucks I was responsible for the management and development of the technical staff totalling 30 productive mechanics across 3 separate workshops - fleet, retail and pre-delivery. Responsibilities included: • Allocation of repair orders to individual technicians in accordance with available daily hours. • Technical support to each technician and advisor team to ensure streamlined transfer of information from workshop to customer. • Thorough understanding and awareness of technicians strengths and weaknesses. Identified lost opportunities in each technician and established an informative forum for discussion and training to convert weaknesses into opportunities. • Supported service office and sales teams with customer concerns and escalations past initial point of contact. • Carried out onsite training with key accounts including fleet and government to ensure maximum uptime and operational standards for customers. In this role I laid the foundation for solid efficiency growth across all 3 workshop sites. Reduced monthly warranty reversal from \$12,000 to \$800 and brought the technical workforce to the forefront of Daimler product knowledge resulting in consistent dialogue with the OEM for ongoing failures and product trends.
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November 2014 - February 2015	<u>Stillwell Trucks</u> <u>Service Advisor</u> <i>Stillwell Trucks are a leading truck dealership based in Milperra, representing all 3 arms of the Daimler Group of Products; Fuso, Freightliner & Mercedes-Benz.</i> Directly reporting to the service manager, I was responsible as the first point of contact for all fleet, retail and internal sales customers following through to completed handover of repaired vehicles. Responsibilities included: • Prospecting new customers across all business channels. • Maintained contact and rapport with customers from initial contact through to completion of repaired vehicles. • Liaised with OEM representatives for warranty and goodwill purposes. • Negotiated and tailored service agreements and packages to customer of varying operational size. • Meeting service margin and CSI targets. • Maintenance of workflow and time slot allocations. • Carried out warranty processing and claim functions inline with OEM policy. • Mitigated and controlled complaints - resolved to attain equitable outcome for all involved parties. • Dealership service department display and presentation upkeep. In this role I consistently met and exceeded CSI and gross profit targets within this highly demanding and competitive commission driven position. I maintained an average labour gross profit percentage of 73% across my repair orders while in this role setting a new benchmark in individual performance as a service advisor further gaining respect from co-workers and customers.
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August 2012 - November 2014	<u>Stillwell Trucks</u> <u>Diagnostic & Heavy Vehicle Technician</u> <i>Stillwell Trucks are a leading truck dealership based in Milperra, representing all 3 arms of the Daimler Group of Products; Fuso, Freightliner & Mercedes-Benz.</i> As a heavy vehicle technician I was required to maintain and repair heavy vehicles and trailers. Through an inherent talent and passion for diagnostics and problem solving I was moved into a lead diagnostic role. This role made me accountable for diagnosis of all mechanical and electrical faults across my shift. Responsibilities included: • Carrying out guided fault diagnosis on a varying product range. • Completing repairs on heavy vehicles and trailers, including maintenance, assembly rebuilds and overhauls. • Implementation of training programs. • Quality controlling vehicles following workshop repairs. • Attend product releases, conferences and training forums. • Attending customers off-site and at roadside for breakdown diagnosis and repairs. • Initiating goodwill and warranty requests from OEM's by providing detailed fault and product analysis. • Maintaining diagnostic and product software and hardware volumes ensuring all tooling is to mandated specification at all times. As lead diagnostic technician on day shift I spearheaded the roll out and trial periods of Express Assessment. Through the 12 month trial stage I maintained an average 1 hr 12 minute response time for diagnostic repairs. Through the experience gained in this role I worked closely with Field Service Managers from the Daimler group in developing service bulletins and field fixes for identified early product failures.
January 2012 - August 2012	<u>Scotts Transport Mount Gambier</u> <u>Logistics & Allocation Manager</u> <i>Scotts Transport of Mount Gambier was one of the largest family owned and operated line haul and transport companies within Australia. At its peak, it employed over 500 staff across 25 different sites.</i> My employment introduction to the heavy vehicle and automotive industries were obtained via my role at Scotts Transport of Mount Gambier based along the M5 corridor. This role saw me control movement of local product distribution and interstate linehaul truck and trailer combinations. I was responsible for maintaining the NHVAS accreditation across all my UIO's. I streamlined warehouse distribution and booking procedures via introduction of barcode stock monitoring and automated book out and invoicing. Increased local maintenance expenditure which was offset by notable uptime increases resulting in a new local warehousing and distribution agreement with the Ardagh Group representing an increased monthly turnover of \$125,000.

References available on request