

# KAREN R. CLARK

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## SUMMARY OF QUALIFICATIONS

### Sales & Account Management ▪ Territory Sales Management ▪ Franchise Development

Over 16 years of experience in sales, marketing, multi-unit retail management, and franchise development. Strong B2B and B2C aftermarket experience, including new product launches through multiple distribution channels and product categories. Extensive knowledge of retail operations, with multi-shop management experience of up to 110 stores. Instrumental in start-ups and profitable turnaround. Strong background in staff development and supervision, with experience coaching, training, and motivating for top performance.

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## AREAS OF EXPERTISE

- Account Management
- Business to Business (B2B) & Business to Consumer (B2C) Sales
- Sales Presentations
- Sales Closing
- Marketing & Aftermarket
- New Business Development
- Marketing Program Development
- Customer Loyalty & Retention
- Multi-Unit & Multi-Facility Operations
- Branding & Brand Management
- Product Management
- Demographics / Psychographics
- Forecasting
- Negotiation
- Finance, Budgeting & P&L
- Franchise Launch, Setup, & Development
- Startup & Turnaround
- Inventory Management
- Personnel Management
- Sales Training Programs
- Public Speaking

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## PROFESSIONAL EXPERIENCE

**FIRESTONE INC.** ▪ Detroit, Michigan

6/03-Present

**Regional Trainer**, 4/06-Present

**Area Sales Manager**, 6/03-4/06

Launch and develop new tire and automotive franchises in the Detroit and Indianapolis market. Assist 26 franchisees in developing and operating a profitable franchise by coaching them in sales, marketing/aftermarket strategy, business plan development, financials, budgeting, cost control, P&L, and daily operations. Travel across the U.S. to present training seminars to groups ranging in size from five to 100. P&L responsibility for \$5.6M in Indianapolis and \$1.4M in Detroit.

- Coached four underperforming stores in the Indianapolis region, raising sales an average of 20% in those stores and an average of 15% in the overall market within three months.
- Instrumental in launching a 13-store group in the Detroit market. Turned around cash flow from a negative \$2M to a positive \$250K in two years.

**TSP INTERNATIONAL** ▪ Dearborn, Michigan

6/98-6/03

**Field Marketing / Operations Consultant**

Marketed and launched a new tire and automotive retail chain for Ford Motor Company. Developed and executed comprehensive marketing programs, including promotions and special events.

- Launched new aftermarket auto repair facility chain for Ford Motor Company. Served as liaison between Ford's aftermarket division and dealership to facilitate start-up and operation of over 110 new facilities.
- Enrolled 110 dealers, identified prospects, located strategic sites, managed advertising/marketing, and provided training to facilitate new business start-up.

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## EXPERIENCE, CONTINUED

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**FRED LAVERY AUTO CO.** ■ Birmingham, Michigan 1997-1998  
**Service Advisor**

Managed sales and customer service for this multi-line automotive dealership.

- Raised customer survey index (CSI) scores 20% over a seven-month period for multi-franchise dealership.
- Maintained the highest dollar per RO average over one year.
- Developed matrix pricing schedule on services, increasing gross revenues by 10%.

**MIDAS AUTO SYSTEMS** ■ Southfield, Michigan 1994-1997  
**General Manager**

Managed multiple automotive aftermarket retail locations, including hiring, training, and supervision of up to 18 associates.

- Raised sales on average 10% in three out of four stores.
- Received the highest CSI scores in shop history for a three year period.
- Decreased inventory shrinkage by 73%.

**MEINEKE MUFFLER AND BRAKE** ■ Charlotte, North Carolina 1989-1994  
**District Manager**

Supervised 110 franchise shops, representing \$23M annual revenue in a nine-state territory.

- Increased sales volume 12% and repair order average sale 9%.
- Presented sales and team-building training to groups of 20-50 professionals.

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## EDUCATION & TRAINING

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UNIVERSITY OF MICHIGAN, Ann Arbor, Michigan  
**Bachelor of Science in Marketing, 1989**

### Computer Skills:

Microsoft Office, Word Excel, PowerPoint, and Outlook.