

JUAN GONZALES

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GENERAL MANAGER, AUTO BODY REPAIR CENTER

- ▷ Charismatic, intelligent and results-driven **GM/Owner-Operator** with 18+ years of high-volume experience in Collision Repair/Auto Body/Painless Dent Repair. Have 17-year track record of double-digit YoY gains in annual revenue, strong profit growth and many high-impact leadership contributions to P&L to prove consistent strength of Business Leadership.
- ▷ *Adept at maximizing revenues from Operations as GM with sound financial management, workforce management, training, customer service leadership and quality control management.*
- ▷ Able to solve problems, overcome objections, diffuse conflicts, preserve profit margins and achieve buy-in efficiently by explaining/demonstrating mechanical, structural and safety issues.
- ▷ *Execute on industry best practices gleaned from listening to/observing many GMs/Owners of Auto Body Shops since 1997 to become a better GM/Operations Manager every day.*
- ▷ Excel establishing and developing relationships with clients, employees and new business partners with routine follow up, business lunches and by checking back for satisfaction after the sale. Stellar Customer Service drives new business with referrals, repeat business, add-on sales not covered by insurance and creates new commercial partnership opportunities.

Recent client stated, *“Wow Juan, your team does magnificent restoration work. My Porsche looks better than it did the day that I bought it new at Park Place Porsche Audi. I am so happy I was referred to you...”*

CORE STRENGTHS AND TECHNICAL SKILLS

- Managing Auto Body Shops
- A, B or C Written Estimates
- Earning Trust & Respect
- Auto Parts/OEM Parts
- CCC Estimator Software
- Sound Risk Management
- Mechanical Repairs
- Electrical Repairs
- Adhering to OEM/I-Car Standards
- Sales and Effective Field Marketing
- Managing Efficiency & Productivity
- Follow Up and Follow Through
- Training in Painless Dent Repair
- Solving Complex Repair Problems
- Purchasing & Windows 7/10 PCs
- Generating Referrals/Add-On Sales
- Managing Workflow & Employees
- Customer Service and Satisfaction
- Controlling Budgets & Expenses
- QuickBooks Accounting Software
- Enforcing Policies & Procedures
- Microsoft Office, Facetime & Skype
- Diagnostic Scanners for Vehicles
- Meeting/Exceeding Sales Goals

RELEVANT PROFESSIONAL EXPERIENCE

Fix It Fast Auto Body & Paint Shop, Cranston, RI 01/99 – Present

General Manager, Certified Auto Body Repair and Painless Dent Repair Technician

Key Leadership Accomplishments:

- ▷ Established new Auto Body Repair business from ground zero with savings, focused on Auto Body Repair/Painless Dent Repair, rented a facility with multiple bays, gradually purchased equipment with cash from operations and executed on field marketing campaign in local community. After first 150 days, monthly sales were 400% of previous earnings from working two jobs thanks in part to the loyalty of the local Portuguese and Spanish-speaking community.

- ▷ **Achieved a consistent customer satisfaction rate of 95%** (*audited via formal phone & email surveys*) by immediately resolving any issues and aiming to exceed customers' expectations.
- ▷ Amazed two-three customers annually by restoring some vehicles that the insurance companies evaluated and decided to write off as a total loss.
- ▷ Delighted several customers annually by inviting Insurance Adjusters into the Auto Body Shop and explaining why some vehicles should be written off as a total loss vs. being repaired for significant safety and liability concerns. Clients rewarded us with many referrals.
- ▷ **Developed a new loss prevention strategy to prevent being obligated to do extra cosmetic repairs at no charge on customer's automobiles in 2015.** Walked slowly around the exterior of customer's vehicles with digital video recorder (iPhone) while customers watched to accurately document the condition of each auto's exterior. Realistic estimates show that we **easily saved \$20,000 in payroll** that would normally be donated to ensure 100% customer satisfaction and we also **added more than \$29,000** in add-on repair revenue with this strategy.
- ▷ Named as **Gold-Level Partner, Auto Body Repair Shop** of Greyhound Bus Inc. of Providence, RI in November 2008. They were amazed with the quality of our collision repair work and had tried other repair shops that disappointed previously or their buses did not fit into service bays.
- ▷ Capitalized on strong financial discipline and cash flow from Paintless Dent Repairs to **purchase over \$350,000 worth** of Auto Body Repair/Painting Equipment during the first 4-5 years of operations. We moved all this equipment every time we moved to a larger facility.
- ▷ **Annual Revenue Results demonstrate sound Business Leadership as GM, Owner-Operator:** Year one – \$155,000; year two – \$200,000, year three – \$240,000, year four – \$280,000 growth, year five – \$500,800, year six – \$558,000, year seven \$603,000, year eight – \$707,000, year nine – \$780,000, year ten – \$850,000, year 11 – \$1.17M, year 12 – \$1.39M, year 13 – \$1.54M, year 14 – \$1.69M, year 15 – \$1.92M, year 16 – \$2.29M, year 17 – \$2.7M; **projected gross revenues for current year are \$3,350,000.** We upgraded to a larger facility three times over 18 years.
- ▷ **Surpassed annual goal of double-digit revenue growth for 17 consecutive years** after startup and currently on pace to repeat the feat in 2017. This is largely due to hard work from a dedicated staff, many referrals from clients and an effective radio marketing campaign during Pawtucket Red Sox, Providence Bruins and Patriots games on local am Sports Radio.
- ▷ Trained, coached and mentored 33 apprentices/employees on Paintless Dent Repair over the last 17+ years and 31 were eventually promoted to Certified Auto Body Repair Technician.
- ▷ Became Official Auto Body & Paint Shop Partner for Park Place Porsche Audi in W. Greenwich, RI and Jake Kaplan Cadillac, Jaguar & Lexus in Narragansett, RI as the result of excellent collision repair. **Each business sends an average of \$50,000 in business our way each month.**

Key Leadership Accountabilities:

- Supervise daily operations, field marketing and oversee four direct reports including Body Shop Manager, Assistant Body Shop Manager, Body Man and Painter.
- Cultivate a workplace culture that enthusiastically accepts accountability, full responsibility for customer satisfaction and challenging monthly productivity goals.
- Answer phone inquiries on full-service collision repairs and paintless dent repairs, invite clients to bring vehicle in to facility for a free inspection and written estimate.

- Control and audit cash flow by comparing payments on invoices to weekly bank deposit total; send weekly payroll report to CPA via email with official hours worked for staff.
- Maintain strict quality control standards to ensure all vehicles operate safely for clients, encourage new business from commercial accounts and more referrals from the community.
- Manage licenses including DBA, Sales Tax, Retail Sales and Auto Body Repair Shop License.
- Protect margins by explaining to Insurance Adjusters exactly why repairs cost what they do and why new parts are required vs. used whenever they affect auto operations or safety.
- Recruit, interview, check professional references and hire new Collision Repair talent to support business growth; explain the serious potential for earnings and career advancement.
- Train, coach and mentor new Collision Repair talent in auto body repair, paintless dent repair and painting throughout a thorough apprenticeship program.
- Capitalize on bilingual talent by speaking to customers in both Spanish and English and cater to the local Portuguese/Spanish Speaking communities by including “se habla Español” in email signature, business cards, advertising, website and marketing.

Certified Auto Body Repair and Paintless Dent Repair Technician/Painter, Cranston, RI 01/97 – 01/99
Often worked as an independent contractor for 3-4 different Auto Body Repair Shops at the same time to maximize earnings through hard work and because the availability of work was not consistent.

Businesses that provided regular work included: Frank’s Custom Paint & Body Shop, Cranston, RI; Action Automotive Paint & Body Shop, Cranston, RI; Service King Collision Repair, N. Providence, RI and Hank’s Auto Body & Paint Shop, West Greenwich, RI.

Service King Collision Repair, N. Providence, RI 02/94 – 01/97

Certified Auto Body Repair Technician/Paintless Dent Repair Technician/Painter (06/96 – 01/97)

Apprentice Paintless Dent Repair Technician/Body Man/Painter (02/94 – 06/96)

- Promoted after demonstrating proficiency in all three areas of Collision Repair thanks to a 2.3-year apprenticeship with certified industry veterans and Owner-Operator.
- *Learned how to provide written estimates that gave the consumer multiple options to choose from using Windows PC, Microsoft Excel, Word and Xactimate Estimating Software.*
- Often referred new Portuguese and Spanish-speaking clients to employer and provided customer service to them because they preferred to deal with someone who was fluent in their own language.

EDUCATION, CERTIFICATIONS AND PROFESSIONAL TRAINING

Bachelor of Science in Business Administration, Bryant University, Smithfield, RI; *graduated with 3.78 GPA while working full-time to pay for college; first-string goalie for Bryant Bulldogs Soccer Team two years with winning (51 wins – 39 losses) record in both seasons.*

Associate of Science in Auto Mechanics, Rhode Island Community College (RICC), Warwick, RI
Learned Operations Management via on-the-job training/self-study; **served a 2.3-year apprenticeship** and became **Certified Auto Body Repair Technician** at Service King Collision Repair, N. Providence, RI
Multilingual: Fluent in Spanish (native), English (native) and Portuguese (Full Business Proficiency)

Citizenship Status: Immigrated from Campinas, Brazil in 1993; hold Permanent Resident Alien Card