

IGNACIO A. "DeI" DELCASTILLO

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Bilingual English/Spanish
Available to Travel Globally
iad@iadathletes.com

BUSINESS EXECUTIVE

Driver of change with expertise to analyze and dissect complex operational problems, design solutions and deploy a Systems Approach to Management

Innovative and strategic leader with a deep and wide understanding of the automotive retail industry and a proven ability to successfully manage automotive dealerships. Passion for teaching and developing staff. Strong ability to effectively manage and multi-task in a fast pace environment. Driven to make the most out of every opportunity, which inspires others to strive for and deliver exceptional results. Known for ability to understand the Hispanic market, its size and diverse demographics, cultures, life styles, values and specific needs and develop and execute advertising and marketing strategies to increase Hispanic market share and loyalty.

Accounting and Financial Management – Sales & Customer Service Management
Strong Business and Entrepreneurial Acumen – Hands-On – Developer of Top Performing Teams

INTEGRATED ATHLETIC DEVELOPMENT, Carrollton, TX

2003 – Present

Integrated Athletic Development is an integrated approach to athletic development and sport specific performance training to develop the complete athlete from youth to professional.

CEO/Owner & General Partner

- Designed and managed construction of 110,000 square feet state of the art facility. Designed and implemented all operating systems, procedures integration and processes within the organization.
- Selected and trained the management team to operate the facility. Led the team that created the frame work for all intellectual properties for athletic development and sport-specific performance training protocols. ***IAD has become the benchmark of integrated athletic training and sports facilities in the US.***

VISTA RIDGE PONTIAC BUICK GMC, Carrollton, TX

1990 – 2008

Authorized General Motors franchise dealer for Pontiac, Buick, and GMC Truck. Averaged \$85 million in Revenue and 2,200 new passenger cars/trucks and 600 pre-owned vehicles sold annually.

CEO/President & Dealer Operator

FOR 15 YEARS, RANKED IN THE TOP 1% OF THE MOST PROFITABLE AND SALES EFFECTIVE GM DEALERS IN THE U.S.

Directed all aspects of this start-up company, including sales, service and administration. Implemented all operating systems, procedures integration and processes within every department of the dealership.

- Opened dealership operation as a start-up and paid General Motors within **3 years the entire investment** amount used to start up the operation. ***Produced an annual ROI of well over 40% for GM, Motors Holding.***
- In the 7th year of operation became the **largest retailer** of Pontiac new vehicles in Texas and the 5th largest retailer in the U.S. ***Developed a consistent strategy to increase penetration of Hispanic market. Sales to Hispanics represented 35% of total annual sales for the dealership.***
- Directly responsible for all New Vehicle Ordering. Managed Inventory ranging from 15 to 18 million while maintaining an annual average Interest Floor Plan expense of less than \$200,000 for 15 consecutive years.
- Directed the growth of Fixed Operations and maintained an annual average Fixed Absorption rate of 95%.
- For calendar years 2001 – 2004, awarded the **Jack Smith Leadership Award** for top performance in every area of dealership operation. Only 100 of 7,300 dealerships receive this award annually.

MARTIN BUICK OLDSMOBILE GMC TRUCK, Fenton, MI

1987 – 1990

Authorized General Motors franchise dealer for Buick, Oldsmobile, and GMC Truck. Average \$80 Million in Revenue and 2,400 new passenger cars/trucks and 1,200 Pre-owned vehicles sold annually.

CFO & Executive Manager

TOOK A SIGNIFICANTLY UNDERPERFORMING DEALERSHIP AND BROUGHT IT TO PROFITABILITY WITHIN 6 MONTHS

Responsible for day-to-day operation of all departments of dealership

- Re-designed and implemented new processes and procedures reflecting industry best practices including all operating systems, procedures integration and processes within every department.
- Instrumental in increasing New Vehicle sales from 900 units annually to an average of 2,400 units and Pre-Owned vehicle sales increased from an average of 600 units annually to an average of 1,200 units by designing and implementing sales systems based on the "Customer Needs Analysis" principle, supported by a strong tracking system for Incoming/Outgoing Calls, Appointments, Manager Follow-Up, Closing/Delivery Ratios, Service Walks, and Customer Satisfaction/Referral Follow-Up procedures.
- Increased gross profit average Per New Unit Sold from \$1,600 to \$2,700 through the integration of Cost Tier Ordering, the "Customer Needs Analysis" sales procedures, and strategic advertising.
- Key contributor to the Dealership's earning GM Awards for sales, service and customer satisfaction in its 3rd year of operation.
- Increased Customer Pay Labor sales from 22% of total mechanical labor mix to 62% by designing and executing an aggressive marketing program to compete against independent shops. Made competitive pricing of light repairs and maintenance a strategy to increase customer retention after the Warranty period and increase Customer Pay Labor market penetration for other GM vehicles.
- Reduced Technician Labor Cost to 28%-35% and increased Gross Profit Margins to 65%-72% by designing, implementing, and managing a mentoring and skill proficiency training system. Recruited, trained, and developed younger technicians and students with aspirations of a career in automotive repairs.
- Increased Fixed Absorption from 26% to 85% by implementing Budget and Expense Control management and increasing Service, Collision and Paint Center and Parts Operation revenue.

LOSADA AUTO TRUCK, Bayamon, Puerto Rico

1983 – 1987

General Motors authorized factory-direct dealership for all GM automobile brands and distributor of GM, Volvo, Kenworth, and Autocar Heavy Duty Trucks in Puerto Rico.

Executive Vice President

Directed all operations of the dealership

COMPLETELY RESTRUCTURED THE OPERATING POLICIES AND PROCEDURES OF THE ENTIRE DEALERSHIP

INCLUDING THE DESIGN, IMPLEMENTATION, AND INTEGRATION OF NEW PROCESSES AND BEST PRACTICES ACROSS DEPARTMENTS

- With the new operating structure in place, smoothly integrated the acquisition of Buick, Cadillac, and Light Duty Trucks into the organization in 1983.
- With a sustainable infrastructure established, in 1984 Losada Auto became the largest GM Dealership in Puerto Rico with 19.7% of the annual motor vehicle market. In 1985, the Losada Auto organization earned 30.9% of the annual motor vehicle market in Puerto Rico and became the No.1 General Motors Overseas Corporation Dealer in the world.

EARLIER CAREER

1976 – 1983

Held **accounting** and **sales** positions with the **IBM Office Products Division**

EDUCATION

American University, Marketing, 1976 – 1978

Graduate, General Motors Dealer Academy, General Motors Corporation, 1987

Automotive Dealership Software Application, ADP Dealer Services, 1983

IBM Corporation Marketing & Sales School, 1981

PROFESSIONAL AFFILIATIONS

Member, Pontiac Buick GMC Truck Dealer Council Advertising Steering Committee, 2000 – 2005

LANGUAGES: Bilingual English/Spanish