

Resume of: **Joe W. Lacey**

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Experience Summary

Business Management Consultant, Training Instructor/Facilitator, Customer Satisfaction Manager, Fixed Operations Director, Service Director, Service Manager, Parts Manager, Training Manager, Service Advisor, Systems Administrator, Manufacturers Representative. Experienced in administration, management, sales, advertising, marketing and training.

Business Experience

Lacey Automotive Consulting Group **1997 – Present**

Maritz Learning / General Motors Corp **2004 - Present**

Automotive Business Management, Continuous Improvement Facilitator/Consultant

Responsible for assisting approximately 20 G.M. dealers with the continuous improvement of business management techniques, increasing sales, profitability and levels of customer satisfaction and customer experience.

Jasper Automotive **2003-2004**

Service Director, Honda, Chrysler and Dodge franchises.

Tom Williams Imports, Land Rover Franchise **2002-2003**

Assistant Service Manager:

Served as Acting Service Manager, Land Rover Franchise and Service Consultant.

Climate Control Systems, Inc. **2000-2002**

Service Sales & Management:

Outside sales representative, May 2000. Promoted to position of Service Manager June 2001 through May 2002.

Roebuck Honda **1997-2000**

Fixed Operations Director:

Fixed Operations Director March, 1997. Responsible for all Parts and Service department operations and performed duties of Parts Manager and Service Manager as needed.

Jim Burke Automotive Group **1991-1997**

Fixed Operations Management:

Associate Service Director July, 1991. Duties included instructing Service Managers of all Company franchises in the efficient operations of their respective departments. Performed duties of interim Nissan Parts Manager in 1993, and trained incoming parts manager. Accepted duties of Manager, Customer Satisfaction, Sept. 94. Promoted to Systems Administrator and served as Service Administrator concurrently. Also developed and taught Service Advisor and Customer Service training courses.

Tameron Automotive Group, Honda Franchise **1990-1991**

Service Manager:

Service Manager Jan. 1990. The service department enjoyed rapid growth under my direction. Moved the department into a new facility doubling it's size in October 1990 making it the largest Honda service department in the state with twenty-seven work stalls, twenty technicians, and four service advisors.

Royal Honda **1989 - 1990**

Service Manager:

Continued to perform the duties of service manager after dealership was purchased by the Key-Royal dealer group.

Ed Mollison Enterprises dba Bud Mollison Honda **1979 - 1989**

Service Director:

Responsible for day-to-day management of Honda franchise. Directed, through managers, the service operations of all other company franchises and locations.

Service Manager:

1985 - 1989

Senior Service Advisor:

1979 - 1985

Education:

Jefferson State College, Birmingham, Alabama. Attended night college 1978 to 1984. Major area of studies, Engineering with minor studies in Mass Communications/Broadcasting, Computer Science and Business Administration. Maintained a 4.0 (A) grade average.

Bessemer State Technical College, Bessemer, Alabama. Attended night college in 1982 studying Mechanical Engineering. Maintained a 4.0 (A) grade average.

U.A.B. Special Studies Program, 1984 to 1986. Major area of studies, the Arts.

Berean University, School of the Bible, 2000 to 2004, courses for ministerial credentials.

Ministry Training Institute, 2000 to 2004, ministerial training, earned pastoral credentials.

Personal:

Born: January 21. Height 6'0", weight 195 pounds, health: excellent