

James Hedland

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Sales Operations & Product Management

Business Process

Sales Management

Project Management

Facilitation & Training

Customer Deescalation

New Product Launch Design

Employee Management

Merchandise Launch

Operations Management

Recruiting & Hiring

Cross Department Workflow

Finance Operations Management

Efficiency Management

Automotive Technology Guru

Marketing Strategy

Media Presentation

Certifications:

Certificate, Communications, VSC (2001)

Certificate, Business Management, VSC MC (2005)

Certificate, Automotive Finance & DMV Systems (2009)

LiveScan Certified via Federal Bureau of Investigation

California Occupational License; Sales

Technologies:

Adobe Creative Suite, Salesforce, DealerTrack, MMR, ReyRey, KanBhan, Microsoft Office Suite, Crestron Certified, IoT Certified, Apple Certified, Audio & Visual Systems, Avaya VOIP, WorkDay, Tesla Garage, Warp Ops, UltiPro, Kronos,

Industries:

Marketing, Design, Photography, Automotive, Technology, Customer Experience, Retail

WORK HISTORY

Manager, Customer Experience: Sales, Delivery & Training

Tesla, Inc. Costa Mesa, CA

(2016-2020)

- Successfully launched Model 3 in Southern California Market
- Lead, motivate and inspire a team of 30+ employees, including sales/delivery metrics
- Streamlined delivery operations by pioneering and implementing an interactive, electronic flowchart map that updates in real-time, drastically increasing efficiency (worked directly with the engineering team to implement)
- Maintain highest volume sales & delivery metrics for the Southern California region per expectations
- Spearheaded the re-introduction of merchandise and automotive accessories sales in Orange County which stimulated sales growth by over 1,000% in just 30 days and attained the highest revenues in North America in Q4 2018 through tenure

- Consistently evolved operations strategy to meet goals in a high volume delivery environment effectively, the 2nd largest delivery center globally for Tesla
- Design, facilitate and create all materials for on-boarding training for all new sales & delivery staff, including complex technical vehicle systems, financial and legal documents, and all Tesla operational procedures, sociology training, and customer experience strategy
- Successfully coached and mentored 14 employees into promoted roles within Tesla, Inc.
- Coordination with 3rd party vendors to increase efficiencies in workflow including replacing or growing accountability for vendors, work with facilitates team to design and improve building flow, capabilities and ergonomics for both employee's and customers alike while increasing vehicle throughput
- Handle intricacies of sales & delivery escalations including resolution of financing, contract and configuration concerns and de-escalating customers in person and via telephone/email correspondence
- Maintain a strict, disciplined cadence of daily operations to ensure facility flow is optimal while also maintaining accountability for store cleanliness, closing/opening checklists, and daily metrics
- Management of onsite IT, Audio Visual operations & facilities maintenance
- Project management and design of special events flow, operations, cadence, staffing needs, mapping and coordination with marketing to fulfill collateral needs, creating event planing space, hiring vendors as needed including valet, catering and temporary employees
- Weekly, quarterly and annualized accountability reports for sales and delivery staff in Orange County, including efficiencies, employee utility report, CSAT metrics reporting and YoY / QoQ ROI reporting

Brand Ambassador & Training Manager

Porsche, NA

(2012-2016)

- Management of training process for the consumer, and consumer-facing Porsche Brand Ambassadors using Porsche NA protocol, curriculum, and process implementation
- Sales & Delivery of specialty, high-line clients, or vehicles requiring additional sensitivity or attention to detail, ie, celebrities, government officials, or executives
- Work with engineering, marketing and brand team at Atlanta headquarters to evaluate performance directly, luxury and sustainable components of Porsche vehicles for reiteration to students
- Online marketing, efficiencies improvement, and expansion planning for future client acquisition, including improved retention to the regular clientele
- Process innovation planning and project management, including developing a service efficiencies plan to ensure liability reduction for dealers
 - Regular new product training at Atlanta proving grounds with Porsche Motorsport and Engineering team
- Special Event planning, coordination and engagement

Automotive & Technology Business Consultant, Training Manager

Hedland Creative, LLC., Greater Los Angeles & Phoenix Area

(2001-2020)

- Business Process Improvement
- Project Management
- Sales Training in operational efficiencies, strategy and customer experience / retention
- Marketing Consultation with all available mediums including digital, print, social media and SEO
- Graphic Design, Web Design, Photography, Videography and Video Editing

ADDITIONAL EXPERIENCE

➤ Certifications

Human Resources & Management , Certified By Tesla, Inc.	(2017)
High Voltage Vehicle Systems Certified By Tesla, Inc.	(2016)
Vehicle Software & Hardware , Certified By Tesla, Inc.	(2016)
Model 3 Vehicle Dynamics , Certified By Tesla Engineering Team	(2016)
Finance, Insurance & DMV Ops , Certified By Tesla, Inc.	(2016)
918 Spyder Vehicle Program , Certified By Porsche GmbH	(2015)
Porsche Fundamentals , Certified By Porsche GmbH	(2014)
Motorsport Dynamics , Certified By Porsche GmbH	(2014)
Automotive Finance & Insurance , Certified By VCI, AFIA	(2009)
Customer Sociology / Psychology , Certified By Apple, Inc.	(2009)
Customer Experience Strategy , Certified By Apple, Inc.	(2009)
Apple Hardware & Software , Certified By Apple, Inc.	(2009)
Walt Disney Traditions , Certified By The Walt Disney Company	(2008)
Adobe Creative Suite , Certified By Adobe	(2005)

➤ Awards

Sales Elite , Presented By Volkswagen of America	(2009-2012)
Top 10 CSAT , Presented By Volkswagen of America	(2010-2012)
Sales Performance Award , Presented By Tesla, Inc.	(2017,2018)
Best Innovation or Strategy , Presented By Tesla, Inc.	(2019)

➤ Unrelated Work Experience

Internet Sales Manager Volkswagen, Orange County & Phoenix	(2009-2012)
Apple Certified Mac Genius Apple, Inc., Los Angeles, CA	(2007-2009)
Production Technology Manager , Walt Disney Television, Hollywood, CA	(2007-2009)