

SANDRA MENDOZA

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Enterprising SALES & MARKETING PROFESSIONAL WITH CROSS FUNCTIONAL EXPERTISE

Strategically and purposefully execute sales & marketing initiatives while maintaining or growing contribution margin.

Diverse automotive background working primarily with Ford & Lincoln dealers and most recently end-user commercial fleet customers. Ability to take consumer and industry insights, and align them with organization objectives to deliver year over year sales and market share results.

- Merchandising & Advertising
- Branding & Promotions
- Consultative Selling
- Pricing & Cost Analysis
- Cost Reduction
- Increase Multi-Cultural Market Share
- RFP Negotiation
- Digital & Social Media Messaging
- Customer Satisfaction
- Competitive Analysis
- Territory Growth
- Relationship Management
- Account Development
- Advanced MS office skills

PROFESSIONAL EXPERIENCE

Ford Motor Company, Greater NYC Area

2017 to 2019

National Account Manager

2017 to 2019

- Key Ford and Lincoln liaison for commercial fleet customers in the great NYC area for Ford Motor Company.
- Created and presented content on Ford's current and future product, including EV with a particular focus on CO2 emissions and cost reduction for commercial fleets.
- Managed demo fleet and coordinated display and presentation of Ford and Lincoln product at trade events.
- Developed and presented cost per mile analysis on key vehicle lines for account consideration.
- Developed and maintained list of accounts and contact personnel for key growth territory.
- Delivered 8% improvement in contribution margin per unit vs. prior year during the 2018 program period.

Ford Motor Company, Houston, TX

2006 to 2017

Digital Manager

2017 to 2017

Developed the region's overall digital strategy. Worked with target dealers to improve key digital metrics.

- Coordinated Tier 2 and Tier 3 digital assets for the Houston and South Texas FDAFs (Ford Dealer Advertising Funds) for 2017 Truck Month.
- Managed relationship with the advertising agency to craft the digital billboards and the incentive messaging.
- Oversaw the FordDirect team and the launch of the assets on the Region's 100+ dealerconnection websites. Achieved 98% Tier 3 implementation throughout the Region.

Marketing Development Manager**2015 to 2016**

Led the development of contests & incentive strategies within the region to drive sales and share performance improvements. Managed and updated C&I (contest & incentives) grid for the market area. Managed experiential and activation events.

- Developed and leveraged dealer challenges to deliver \$8M in contribution margin.
- Developed F-150 STX monthly promotion that led to a 4% overall share improvement and first-time share leadership in the Hispanic Full Size Pick-Up Segment.
- June Dealer Challenge delivered 174% improvement in 15MY selldown results vs. non-participating group, and 222% improvement in sales certification; finished #7 vs. share objective and 104% of PY.
- July Dealer Challenge delivered 200% lift in sales certification and 11% lift in spray-in bedliner penetration; finished #6 vs. share objective and 94% of PY.

ADDITIONAL RELEVANT (OR PRIOR) EXPERIENCE**Ford Motor Company, Business Development Manager (2013 to 2015)**

Led Zone Managers' wholesale efforts resulting in over 100% of the wholesale delivered each year from 2013-2015. Coordinated Inventory Management Seminars resulting in a 47% increase in WBDO (Web Based Dealer Ordering) engagement. Implemented real time reporting across the region, creating efficiencies with regards to updating the Sales Close Tracker, reducing workload for the Zone Managers; report updated within seconds as opposed to 30 mins. (avg.).

Ford Motor Company, Ford Lincoln Zone Manager (2011 to 2013)

Developed and maintained Ford dealer relations that enabled me to deliver 101% of the new vehicle wholesale objective in 2011, 108% in 2012, and 105% in 2013. Employed Aged Inventory strategies within the territory which consistently delivered less aged inventory than the regional average, thereby decreasing dealer finance costs.

Ford Motor Company, Parts & Service Zone Manager (2006 to 2011)

Managed the largest (Ford Dealership) parts purchasing territory in the U.S. and enrolled 85% of the dealers in a parts stocking initiative for fast moving parts, such as brakes, tires, and batteries which lead to 104% of objective achievement.

EDUCATION

Bachelor of Business Administration (BBA) in Marketing, McCombs School of Business, The University of Texas at Austin