

MIKE OSELL

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Oak Creek, WI

Senior Level Channel Marketing, Sales Enablement & Recruiting Professional

Drive Revenue & Market Share through Sales Conversion Powered by
Strategic Analytics and Experiential Marketing

Uniquely leverages customer data analytics with innovative and creative development and execution of initiatives driving increased profitability and revenue for Fortune 500 iconic brand. Known for strategic and tactical day to day leadership and management. Agile and innovative leader who pivots with changing, volatile budgetary and market conditions. Drives engagement and high performance while applying innovative workforce management solutions.

Channel Development | Programs | Operations | Strategic Planning & Execution
Team Leadership | Analytics | Management | Experiential Marketing | Process Improvement

PROFESSIONAL EXPERIENCE

LONSKI and ASSOCIATES, LLC

Powersports Recruiter (2017 - Present)

- **Recruiter for Powersports, Motorcycle, Marine, and RV (Everything with a Spark Plug) Clients.**
- **Staffing for all industry positions: automotive, powersports, motorcycle, marine, RV, and more Recruitment projects to create multi-faceted strategy to increase sales, sales process, marketing, communications, sales teams, etc., in response to industry demand.**
- **Consultative selling approach to understand Client needs and provide professional Insights coupled with industry related experience. Sleeves rolled up, hands on style to connect a growing database of 26,000+ industry professionals with the right opportunities. Exceed expectations. Win-win scenarios are the only option.**

Recruit and place exceptionally talented candidates with progressive, industry-leading Clients.

HARLEY-DAVIDSON MOTOR COMPANY

Program Lead, Authorized Rentals & Tours (2012 – 2016)

- **Promoted to role based on performance, operations expertise** and ability to manage the business. Led the business across the U.S.
- **Charged with maximizing \$100M+ Authorized Rentals & Tours business**, impacting sales and profitability for 230 US dealerships and corporate. Subject matter expert and consultant for international/corporate H-D. Managed up to 45 FT and contingent employees, some deployed in the field.
- **Managed all aspects of business** including operations, budget, business development, network development, staffing, systems, service, contracts, risk management, training, wholesale and retail performance, CSI, marketing, and Web, growing customer experiences and sales volume.
- **Consistently achieved and exceeded annual fleet bike sales quota** through innovative test ride experiences and delivery of sales leads that increased conversions to sales.
 - Grew retail volume per budget dollar spent annually, while increasing CSI and maintaining strong conversion-to-sale and ancillary sales numbers at retail, by identifying and focusing on metrics such as Length of rental, Daily Dollar Average, and exploiting Tours business.
 - Upgraded infrastructure, including Standards and Procedures Manual, Program Document Library building, Consumer Contracts / Releases, Quality Standards and Documentation and Field Team Engagement Process, creating dealer profitability model.
- **Achieved annual revenue goals through the re-alignment of talent** in response to cost containment mandate

- **Increased dealer revenue and amplified power of brand** through the development and management of 3rd-party US Tour operators, tour operator / dealer relationships and Corporate Rental Fleet programs

Regional Team Lead, Rider Services (2010 – 2012)

- **Promoted to Team Lead** and management of peers through exceptional performance of team leadership skills, strong interpersonal and influencing skills, and Authorized Rentals subject matter expertise
- **Directed and deployed Authorized Rentals** and other experiential marketing programs and initiatives to 230 Harley Davidson dealerships across North America.
- **Oversight of program growth and sales expansion** through the execution of innovative programs across the customer lifecycle, including: Authorized Rentals & Tours Jumpstart, Garage Parties, Share your Spark, and piloting of H-D's customer experience dealer training. Trained and managed team of 7 Regional Managers.
- **Grew Authorized Rentals volume 9% in 2011 & 10% in 2012**, and exceeded targets on other program goals), by creating public scorecards / internal competition among team and improving employee, and dealer productivity.
- **Increased team performance** through the implementation of standardized systems (standard call reports / process, individual goals integrated / rolled up commitments, and public scorecards) increasing team focus on key metrics and overall growth in retail volumes.
- **Appointed as member of Authorized Rentals Global strategy development team** to provide Authorized Rentals subject matter expertise to global program strategy. Served as SME for H-D rentals across the globe.
- **Increased dealer efficiencies, sales conversions and retail rentals volume** through the deployment of 24/7 online reservation system, still in use at all locations in North America.

Regional Manager, Rider Services (2007 – 2010)

- **Managed assigned territories within North America**, primarily Midwest and Tennessee Valley region. Worked with dealers to implement and maximize their Authorized Rentals business.
- **Involved in all aspects of the Authorized Rentals business operations** – systems, training development, compliance, risk management, insurance, etc.
- **Essentially same role as Rental Operations Development Rep, with additional marketing program duties** (Garage Parties, Jumpstart, etc.) assigned.

Rental Operations Development Representative (1999 – 2006)

- **Key member of Authorized Rentals and Tours team charged with creating and building the business from ground up.** Developed and implemented all aspects of business - market analysis, dealer network development, operations, fleet management, systems, service, wholesale performance, retail operations and performance, compliance, and vendor / network relationship management. Worked with dealers in the West, Midwest, Canada and Hawaii regions.
- **Designed Rentals distributor business model, launching program in distributor markets of Hawaii and Canada**, managing business operations including distributor relationships, performance, and contracts.
- **Personally launched Rentals business at over 100+ dealer locations.**

EDUCATION

Master of Business Administration (MBA), Marketing emphasis,
University of Wisconsin – Milwaukee, Milwaukee, WI

Bachelor of Science (BS), University of Wisconsin – Parkside, Kenosha, WI

COMMUNITY INVOLVEMENT

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| Walnut Way Conservation Corp – Volunteer | 2016 |
| Feeding America – Food Bank Volunteer | 2015 |
| South Milwaukee High School - Baseball Booster Club President | 2012 - 2014 |
| Youth Coach -- Baseball, Basketball & Football | 2005 - 2010 |
| First Congregational Church - Board of Trustees | 2003 - 2009 |