

Sam Chalk

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PROFILE: Highly motivated, innovative, and results-oriented executive focused on achieving results in a dynamic business environment. Proven successes at managing multiple projects. Very organized and detail oriented with strong analytical and problem solving skills.

WORK

EXPERIENCE: **PowerSports Recruiter** **2014-Present**

Lonski and Associates LLC, Indialantic FL

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 18,000+ industry professionals with the right opportunities. Exceed expectations.

Win-win scenarios are the only option.

MSXI-BMW Motorrad Aftersales Business Manager **2011-2013**

MSX International-Retail Network Solutions, Warren, MI

BMW Motorrad Aftersales Performance Improvement Program

Acted as a third party consultant and coach conducting BMW dealership Root Cause Analysis. Provided coaching in opportunistic areas to offset or reduce performance decline while establishing performance drivers.

BMW motorcycle dealer interaction included analyzing/reviewing BMW Motorcycle Aftersales dealership processes related to marketing, merchandising and management. Identified process/procedure gaps associated with decreased revenue, P&L cost performance (increases or decreases), and low brand identity using a pre-determined BMW Motorcycle / MSXI combination methodology.

Maintained close relationship with BMW Area Sales Managers and Aftersales Managers to assist in their aftersales goal achievement

Mid-Atlantic Regional Sales Manager

KTM North America, Inc. – Murrieta, CA **1993-2010**

Responsible for all interactions with up to 59 KTM Dealers in the Mid Atlantic and Southeast Regions (NJ, MD, DE, WV, VA, NC, SC, GA, FL, KY, AL, TN)

-Customer service, sales assistance, Aftersales, qualifying and application process for new dealer development, execution of seasonal sales programs and order periods, annual order plan, coaching, and add-on orders.

-Designed initial method for annual allocation of KTM motorcycles, Managed regional race support riders, developed dealer assistance programs for KTM dealer network, planned all aspects of KTM annual new model introduction conventions.

Owner/Dealer Principal/General Manager

Tri-City Honda-Yamaha - Greensboro, NC

1983-1993

Responsible for 700+ unit sales, multi-line, powersports dealership (Honda, Yamaha, KTM, Sea-Doo, Waverunner). Negotiated buyout of two dealerships. (Yamaha and Honda). Designed and constructed new 10,000 sq. ft. facility. Managed and trained 24 employees in finance and Insurance (F&I), New and used unit sales, parts and accessories, and service departments. Utilized industry consultants for fast track education of powersports business best practices. Designed benchmark profit-centered accounting system for departmental profitability analysis. Member of industry leading 20-Group.

Product Development Engineer

Reynolds Metals Company - Richmond, VA

1981-1983

Elite, fast track, exposure program within the research & development division of Reynolds Aluminum. (Chemical coatings, casting, rolling, product development, beverage can technology, automotive component design, recycling technology, materials, failure analysis).

EDUCATION: **North Carolina State University- Raleigh, NC**
B.S. Mechanical Engineering (Magna Cum Laude)

TRAINING: Dale Carnegie Training
Dale Carnegie Training Assistant Instructor
Farr & Associates Leadership Development Program
 "Mastering Leadership Dynamics" Program
 "Next Level Team Development" Program
Lemco & Associates Dealership Management and 20-Group Program
World's Fastest Motorcycle Sales Curriculum (Bannister Allen)

AFFILIATIONS: President: North Carolina Motorcycle Dealers Association
Charter Member: Sea Doo National Dealer Advisory Council
Vice President: Honda Regional Dealer Advisory Council
North Carolina Trail Riders
President: Central Virginia Trail Riders
Tau Beta Pi
Society of Automotive Engineers