



# Automotive Regional Sales Director

## Bella Ortiz

### Professional summary

Innovative Automotive Regional Sales Director with 14 years of experience leading sales initiatives in the automotive sector. Recognized for driving profitability, fostering dealer relationships, and expanding market presence for leading automotive brands.

### Experience

#### Regional Sales Director

March 2017 - Now

Ford Motor Company / Detroit, MI

- Achieve 115% of annual sales targets by developing innovative dealer incentive programs and marketing campaigns.
- Supervise a network of 40 dealerships across the Midwest, ensuring alignment with corporate objectives.
- Launch a digital-first sales strategy that increased regional online leads by 35% year-over-year.
- Build relationships with key stakeholders to facilitate the rollout of new EV models across the region.

#### Territory Sales Manager

May 2011 - February 2017

General Motors / Warren, MI

- Increased territory sales by 20% annually through effective dealer training programs and performance tracking.
- Partnered with engineering teams to address dealer and customer feedback, driving product improvements.
- Conducted competitive analysis to optimize pricing and promotional strategies.

### Community Engagement

- Board Member, Detroit Auto Industry Workforce Initiative (2020 – Present). Organized workshops and mentorship programs to support automotive industry professionals.
- Volunteer, Habitat for Humanity Detroit (2015 – Present). Assisted with local community development projects.

(313) 555-4567

bella.ortiz@gmail.com

Detroit, MI

### Links

LinkedIn: /in/bella-ortiz

### Education

#### Bachelor's Degree, Mechanical Engineering

University of Michigan

2010

### Skills

Dealer Relations	◆◆◆◆◆
Automotive Marketing	◆◆◆◆◆
Competitive Analysis	◆◆◆◆◆
EV Market Expansion	◆◆◆◆◆
Sales Forecasting	◆◆◆◆◆