

Ryan Bolz

www.RyanBolz.com

Objective

To continue to expand the application of my retail and marketing experience, furthering the industry and the partners serving automotive.

Experience

Senior Director of Marketing

Hendrick Automotive Group | Charlotte, NC
Jan 2022 – Present

Continuing to serve Hendrick Automotive Group dealerships in a broader marketing capacity, aligning solutions, services, and partners to meet retail business objectives.

Director of Digital Marketing and Ecommerce

Hendrick Automotive Group | Charlotte, NC
October 2017 – Jan 2022

Responsible for supporting the vision and providing leadership to Hendrick Automotive Group's digital marketing and ecommerce initiatives across the organization. Leading a team of 6 spanning disciplines that support inventory management, website solutions, paid and earned media, 3rd party marketplaces, online reputation, and lead generation across 100 dealership locations nationally. Responsible for supporting over \$60M annually in media deployed regionally or locally in markets across the US.

Digital Marketing and Ecommerce Manager

Hendrick Automotive Group | Charlotte, NC
May 2016 – October 2017

Supported laying the foundation for Hendrick Automotive Group's digital marketing efforts across the enterprise as the company's first manager role in this space. Consolidated solution partners for websites, media, and messaging/chat down from dozens to a few core providers, leveraging our scale to maximize support and efficiency. Deepened agency partner relationships to better serve as extensions of our Hendrick team. Established infrastructure to support paid media and website analytics internally.

Social Strategist

Hendrick Automotive Group | Charlotte, NC
January 2013 – May 2016

Developed the initial social strategy for Hendrick Automotive Group dealers and collision centers, launching online business listings and social accounts across all locations. Enabled call tracking across social and listing sources, confirming the importance of Google My Business listings as a primary conduit for customers to engage stores. Launched Hendrick's first social listening and

reputation monitoring tools and trained stores on the importance of reputation management and best practice.

Regional Digital Marketing Manager

Hendrick Automotive Group | Charleston, SC
June 2011 – January 2013

Served as first regional digital marketing manager within Hendrick, supporting 12 dealerships in the Charleston, SC market. Established Hendrick's early disciplines with dealership stakeholders and supplier partners to improve communication and management of marketing performance.

Digital Marketing Manager

Hendrick Toyota Scion North Charleston | Charleston, SC
May 2008 – June 2009

Developed, implemented, and executed the digital marketing strategy for Hendrick Toyota Scion North Charleston with emphasis on demand creation and lead channel optimization, leading the Charleston market in online traffic and lead generation relative to other Hendrick dealerships when acquired.

Education

MBA Candidate | University of North Carolina Wilmington
Bachelor of Arts, Philosophy | College of Charleston
Six Sigma Certification | Villanova University
AFIP Certified | Association of Finance & Insurance Professionals

Communication

Strong communication and presenter skills with over 12 years experience engaging executive, general management, dealership and supplier partner stakeholders.

Proficiencies

CRM | eLead, Reynolds, Salesforce
DMS | CDK, Reynolds
Inventory Management | Firstlook, Homenet, vAuto
IT Solutions | Google Workspace, MS Azure, MS Office, MS Power BI, Tableau
OEM Alignment | Acura, Audi, BMW, FCA, GM, Honda, Hyundai, Jaguar Land Rover, Kia, Lexus, Mazda, Mini, Mercedes-Benz, Nissan, Porsche, Subaru, Toyota, Volkswagen, Volvo
Marketplaces | Autotrader, Cargurus, Cars.com, Edmunds, KBB, TrueCar
Media Agencies | Adpearance, AIM, Click Here Digital, Dealer.com, DealerOn, Dealer Inspire, eBizAutos, LotLinx, MGH, Motivated Marketing, Netsertive, Performics, PureCars, Sincro, Showroom Logic, Sokal
Website Providers | Dealer.com, DealerOn, Dealer Inspire, eBizAutos, Gary Stock Company, Sincro, Sokal

Accomplishments I have had a remarkable opportunity at Hendrick to grow with the organization. Highlighted below are several accomplishments where I provided direct leadership and support.

- Supported day-to-day management of over \$60 million dollars in annual digital marketing investments
- Established a culture across our supplier partners that is founded in high achievement and performance, experimentation and continuous improvement, and mutual trust and respect.
- Standardized CRM sourcing and established some of the early measurement and reporting models that are still in use today across departments.
- Developed and launched Hendrick's CRM, call tracking, website and paid media reporting, now leveraged as the single source of truth for performance reporting across all stores and provider partners.
- Implemented Hendrick Automotive Group's customer experience initiative, leading the organization to be independently recognized as the number one dealer group for online reputation in the country and more stores ranked in the top 100 than any other group.
- Supported the consolidation of Hendrick's brand properties to a unified Hendrickcars.com, and by doing so improving the discoverability of our organization's assets and radically improving lead generation capabilities.
- Developed media efficiency models and process, reducing inefficient spend by over \$2.2M in annualized recurring investments without negatively impacting prospecting or revenue opportunity
- Recognized emerging trends in customer behavior, and improved Hendrick's adoption of messaging and online retailing solutions before the market necessitated changes through pandemic related shifts.
- Led a number of teammates over my tenure that have made many these accomplishments possible through their willingness to learn, collaborate, fail forward when we make mistakes and remaining hungry to keep driving the company forward.

Interests

Family – Growth – Balance – Legacy – Passion. Periodically I revisit John Maxwell's leadership values and consider those I value most. These are my top 5.

I'm a husband and father of 2, love the water (ocean, river, lake – you name it), geek out on space news, urban farming, and AI advancements, grew up gaming on every console available, and may have an obsession with my connected home, fitness and wearable devices.

Professionally, I discovered I have a passion for building and deploying solutions that meet retail needs. The proliferation of data continues to add complexity. Finding means to see through the noise and connect insights toward business-oriented action continues to be a skillset of focus.