

Kelsey Copeland
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District or Regional Manager

- Excellent communication, interpersonal and problem solving skills.
- 25 years of experience in all facets of the Automotive Aftermarket.
- Goal focused. Results oriented.
- Excellent leadership ability in both growth and mature markets.

1999 to present

District Manager- Field Operations-Premium Muffler International Corp.-Franchisor,
Washington/Metro Area (At one point had 125 stores Fredericksburg, VA to Wilmington)

Managed Washington, DC marketing area, comprising northern Virginia, District of Columbia and southern Maryland. Achieved highest average store sales in the nation. Managed sales volume of \$53,000,000 annually. Acted as consultant regarding all aspects of day to day operations and customer service. Liason to 29 Franchisees for the company. Conducted training in Sales processes, Telephone management, Technical courses, Total customer satisfaction, Customer retention, Trust based selling, as well as additional modules. Integrated local and national marketing campaigns. Conducted over 310 store visits annually to asses and council Franchisees and store managers on issues including Image upgrades, Profitability, Additional service offerings, Staffing, Pay plans, Store hours, Inventory management, Equipment purchases and more.

1993-1999

Store Manager / Training Manager Jacksonville, FL
Premium Muffler - Franchisor

Succesfully operated company owned store. Achieved annual sales of over \$1,000,000. Was Market Training Manager, taking all Manager and Assistant Manager trainees through a seven week program of managers development cirriculum, as well conducting new employee orientation for the territory. P & L responsible as well as managing retail sales, safety programs, inventory management, outside purchases, Image maintenance and upgrades, and implementation of new service offerings. Built retail sales to highest volume in the market.

1991-1993

National Training Manager
Your Choice Muffler, Inc-Franchisor – Richmond, VA

Traveled extensively throughout United States conducting training in use of specialized equipment fot the exhaust industry. Conducted seminars on wholesale and retail sales building, technical training, and retail and wholesale marketing skills. Top producer of supply reorders in the exhaust segment.

1985-1991

Prime Muffler Center of Richmond-Franchisee – Richmond, VA
Owner-Operator

Owned and operated successful start up business in the automotive aftermarket. Annual sales in the \$600,000 range. Shop services included, but were not limited to, exhaust replacement service including custom exhaust systems, Brake service and repair, and Shock and Strut replacement. -
Was 23 years old, did a start up operation

1981-1985

Prime Muffler Centers, Inc- Franchisor – Fredericksburg, VA

Traveled extensively throughout United States conducting training in use of specialized equipment for the exhaust industry. Conducted seminars on wholesale and retail sales building, technical training, and retail and wholesale marketing skills. Top producer of supply reorders in the exhaust segment.

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