



AUTOCONNECT



MINORITY DEALER DEVELOPMENT



SAVE THE DATE

BUILD PROFITS AND PERFORMANCE

BUSINESS MEETING | SEPTEMBER 16-18 | 2018
DETROIT MARRIOTT *at the* RENAISSANCE CENTER

The Business Meeting

for MDD is planned for September 16-18, 2018, at the newly renovated Detroit Marriott at the Renaissance Center in downtown Detroit, MI. We have exciting events planned and we are pleased to share a few highlights:

20 Group sessions focused on improving dealership operations through peer interaction

Awards and recognition evening reception on Monday, September 17

GM Pathway to Profit Ballroom where representatives of GM will provide consultation on how to best utilize the various programs offered by GM to help drive profitability

Senior executive leadership presentations and access

Registration will be available on line soon. Stay tuned!



2018 Upcoming MDD Events

July

July 10 – 13: NAMAD Meeting
Chicago, Illinois

July 25: Web Ex Fixed Operations Forum

August

August 8: All MDD Conference Call

September

Sept 16 – 18: DRIVEN – Summer Business Meeting
Detroit, Michigan

November

Nov 14: Web Ex Fixed Operations Forum



MINORITY DEALER DEVELOPMENT

NICOLE MITCHELL Joins GM Dealer Development



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I'm delighted to be a part of the GM Dealer Development team. I've successfully worked with dealers across the country to evaluate data and develop action plans for sales growth and increased profitability. I'm looking forward to working with the MDD and WRN dealers with the support of the region and field teams to make a positive impact.

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GENERAL MOTORS DEALER DEVELOPMENT continues to improve the diversity and performance of the dealer network and tasks Nicole Mitchell, dealer performance manager, to lead initiatives for MDD and WRN dealers. “GM continues to make progress in increasing the number of women and minority owned dealerships in the GM dealer network,” says Mark Rainey, director of GM Dealer Development. “In order to continue our diversity dealer growth, we must make sure existing MDD and WRN dealers have support to successfully operate in this competitive marketplace. Nicole will lead and facilitate the support efforts of the team to help ensure success for our dealers.”

“My primary goal is to assist minority and women dealers in a collaborative approach to modify their processes to better promote increases in sales and profitability,” says Mitchell. “I plan to accomplish this by taking an ‘out of the box’ approach regarding

marketing strategies, analyzing data and challenging dealers to try new and innovative ideas.” Mitchell plans to work closely with the field and regional teams and direct available resources to interested and willing dealer participants.

Mitchell's primary focus will be coordinating all MDD and WRN 20 Groups. “GM has tremendous tools to help dealers achieve their goals. My role will be a chief facilitator to sort through all of the data and help dealers develop executable plans with the support of the region and field teams.”

Mitchell is uniquely qualified to lead this challenge. She considers herself a “numbers person” and has been around the automotive industry from an early age. “I was born and raised in Saginaw, Michigan, and I fondly remember visiting Garber Buick with my grandfather for all of his vehicle purchases and service work,” adds Mitchell. “Who would have thought this would lead to my first auto industry job?

Mitchell started her automotive career working at Garber Buick in Saginaw while attending Northwood University, where she earned a degree in automotive marketing. At Garber Buick, she was a greeter, title clerk and office assistant responsible for supporting the finance manager with deal jackets. After graduation, Mitchell joined Reynolds & Reynolds as a variable operations trainer, helping dealers utilize the software and accounting tools. After nearly two years in this role, Mitchell followed her calling and joined GMAC as a retail buyer and commercial lending analyst where she gained valuable experience. Mitchell accepted an opportunity to join GM as a Chevrolet district sales manager in Cleveland, Ohio, then was promoted to the Baltimore, Maryland, market. Most recently she was field operations manager in the Northeast Region, Mitchell also continued her education and earned an MBA from Baker College.



MINORITY DEALER DEVELOPMENT

GM Minority Dealer Development is comprised of GM minority dealers and next-generation talent. Through the MDD program, GM and its dealers work to actively recruit, train and place minorities as dealers and in all service, sales and management careers.

www.gminoritydealer.com

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"It is my honor to work with the dedicated members of MDAC and implement practices to improve not only the opportunities for minority dealers, but also the operational performance of each minority dealer to grow GM market share across the U.S."

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