NICHOLAS ENGEN

SALES LEADERSHIP | REVENUE OPERATIONS | TEAM DEVELOPMENT

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LEADERSHIP PROFILE

Sales and operations leader with 18+ years of experience building accountable teams, developing managers, and turning ambitious revenue goals into repeatable daily execution. Proven in high-pressure automotive retail, where success depends on consultative selling, pipeline discipline, customer retention, financial fluency, and real-time coaching. A versatile people leader who quickly learns a market, earns trust, and builds top-performing sales departments across products, teams, and industries.

SELECTED LEADERSHIP RESULTS

$6K+	640+	86%	4X
Combined PVR	2025 retail units	Finance participation	Monthly gross growth at University VW Mazda

CORE LEADERSHIP STRENGTHS

- Sales team leadership and coaching
- Consultative and high-ticket sales
- Recruiting and culture building
- Revenue and pipeline management
- Performance scorecards and KPIs
- Process design and accountability
- Manager development
- Customer retention and CSI
- Financial and operational fluency

PROFESSIONAL EXPERIENCE

GALLES CHEVROLET / GALLES MOTOR COMPANY

General Sales Manager | Finance Director | New Car Director | Albuquerque, New Mexico | December 2022 - June 2026

- Led sales, finance, and new-vehicle operations during a three-and-a-half-year executive tenure; Finance Director and New Car Director responsibilities each spanned approximately two years.
- Built operating rhythm around clear scorecards, manager ownership, direct coaching, disciplined follow-up, and measurable department performance.
- Delivered a 2025 operating year of 640+ retail units, $6K+ combined PVR, 86% finance participation, and 70%+ GAP and service-contract penetration.
- Managed deal structure, inventory strategy, lender relationships, compliance, customer experience, recruiting, and development across the complete variable-operations cycle.

UNIVERSITY VOLKSWAGEN MAZDA

General Sales Manager | Albuquerque, New Mexico | November 2021 - November 2022

- Managed sales and finance departments while coaching individual contributors and managers toward consistent production and professional growth.
- Increased average monthly gross from approximately $100K-$200K to approximately $500K while sustaining more than $3K finance PVR.
- Built a loyal, accountable culture; maintained brand CSI and Net Promoter performance and achieved targeted factory incentive objectives throughout the tenure.

CAMELBACK FORD LINCOLN

Finance Director | Sales Manager | Phoenix, Arizona | December 2019 - November 2021

- Led finance performance above $2K per retail unit while maintaining at least 75% raw warranty penetration, limited chargebacks, clean funding, and strong CSI.
- Desked deals for gross, compliance, and conversion; broke personal and company desking records after the Berkshire acquisition.
- Managed sales activity, internet leads, appointments, phone performance, dealer trades, and recurring check-in meetings that kept the team focused throughout each day.

PROFESSIONAL EXPERIENCE CONTINUED

SUBARU OF SAN BERNARDINO

New Car Director | San Bernardino, California | September 2019 - December 2019

- Directed new-car sales during a planned transition period, averaging approximately $3,500 per deal while protecting customer satisfaction and limiting rewrites.
- Coordinated staffing, training, advertising, sales planning, complaint resolution, and profitability review with department leaders.

FAMILY AUTO SALES

General Sales Manager | Victorville, California | April 2017 - September 2019

- Scaled monthly retail volume from approximately 16 to 62 vehicles and increased annual profit by approximately $1M.
- Led acquisition, reconditioning, vendor relationships, special-finance programs, staffing, training, and deal-desk execution.
- Maintained approximately $4K average gross with a $500 pack and approximately $750 average reconditioning cost.

RIVERSIDE MAZDA / RIVERSIDE METRO AUTO GROUP

Finance Director | Finance Manager | Closer and Team Leader | Sales Consultant | Riverside, California | August 2009 - March 2018

- Advanced from sales consultant to closer, finance manager, and Finance Director after consistently producing 18+ retail units per month.
- Sustained approximately $2,500 per retail unit and 80% product penetration for three years; maintained 70%+ penetration across warranty, maintenance, and GAP products.
- Developed sales and finance teams, expanded lender relationships, protected cash flow and CIT, and maintained CSI above group, district, regional, and national benchmarks.
- Built a transparent, value-led sales culture that reduced cancellations, chargebacks, and portfolio defaults while improving customer trust.

ZONES / MICROSOFT

IT Procurement | Software Engineer | Auburn, Washington | June 2006 - July 2008

- Supported software modification, system planning, technical documentation, customer requirements, and cross-functional installation projects.
- Combined technical problem-solving with customer consultation, procurement coordination, and clear communication across engineering and business teams.

TECHNOLOGY, EDUCATION AND RECOGNITION

Sales and dealership systems: CDK/ADP Drive and WebDesk, Reynolds & Reynolds ERA/Ignite, DocuPAD, Dealertrack, RouteOne, CUDL, vAuto, KarPower, DealerSocket

Technical: Microsoft Office, computer networking, systems engineering | **Certifications:** MCSE, CompTIA, A+

Education: High School Diploma, Maryvale High School, Phoenix, Arizona | **Languages:** English, expert; Spanish, intermediate

Recognition: Mazda President's Award, 2013-2016 | Ford President's Award, 2019 | GM Mark of Excellence | Million Dollar Club