

Peter Salzer

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AUTOMOTIVE INDUSTRY EXECUTIVE

- Retail Dealership Experience
- Dealer Network Development
- Kaizen Process Consulting
- Retail Performance Analysis
- Action Plan Development
- Distribution & Forecasting
- Mobility-as-a-Service (MaaS)
- Dealer Facility Programs
- Retail Sales Training
- Brand Audit Programs
- P&L Analysis
- Pre-Owned/CPO
- German Language
- Electric Vehicle (EV)
- Fleet & B2B Sales

PROFESSIONAL EXPERIENCE

EVO-MOTO – TAMPA, FL

CRO

2024-Present

Lead global sales operations and Dealer network development for a start-up, electric motorcycle OEM.

KPS CONSULTING – LOS ANGELES, CA

Co-Founder

2015-Present

- Apply extensive automotive industry experience to projects with OEM's, retail Dealerships, and start-up technology developers. Offer deep insight and real-world expertise for operational improvement of sales, aftersales, retail Dealer network development, process implementation, registration effectiveness, and profitability. Past clients include: Lordstown Motors, The DAKO Group (VW), Fisker Automotive, Maritz (Kia-KDEP Dealer Audit), PushAuto.com, AeroVironment (Nissan-Dealer EV charging infrastructure), and Brand Strategy Solutions (Aston Martin).

VINFAST AUTO – LOS ANGELES, CA

Director of Fleet and B2B Sales

2021-2023

- Planned and originated the B2B and Fleet sales department for the launch of this new-to-the-market Electric Vehicle (EV) OEM by developing new business opportunities and strategic partnerships with mobility companies (MaaS), rental car companies, fleet management companies, government agencies, utilities, etc.
- Achieved the number one position globally in deals closed and reservations created.
- Originated new fleet and B2B reservations of over 2,500 vehicles.

KARMA AUTOMOTIVE – IRVINE, CA

Vice President, Sales – North America

2018-2019

- Led North American sales operations for this luxury, electric vehicle (EV) OEM including building the North American team, achievement of retail and wholesale objectives, development of regional Marketing strategy, planning and execution of retail finance, lease and incentive programs, and, managing product launch projects, leading the expansion of the Dealer network.
- Responsible for all sales and service operations at the corporate owned Karma Dealership.
- Managed cross-functional teams developing and implementing omni-channel programs as a part of the overall go-to-market strategy including digital, direct-to-consumer.
- Achieved year-over-year retail and wholesale growth of 48% and 105%, respectively.
- Increased the Dealer network from 18 to 28 locations while increasing network quality.

MASERATI NORTH AMERICA – LOS ANGELES, CA

Regional Sales Vice President

2013-2015

- Responsible for achievement of regional performance objectives including new and CPO retail sales, vehicle wholesale, registration effectiveness, and customer satisfaction.
- Managed regional Dealer network development including market evaluation, Dealer candidate selection, and site/facility development. Managed the addition of five new Maserati Dealerships.
- Achieved 2015 YTD new vehicle retail sales growth of 47% versus National decline of 5%.
- Improved 2014 Year-over-Year (YoY) competitive segment market share by 15%.

MERCEDES-BENZ USA – IRVINE, CA

Sales Operations Manager

2010-2013

- Managed sales and Marketing activities for one of the largest Mercedes-Benz markets in the USA.
- Consulted with and advised Dealers on profitability performance, process improvement, inventory analysis, best practice implementation, advertising/Marketing strategy, etc.
- Achieved #1 National market ranking in CY12 with YoY, new vehicle retail sales growth of 9%.
- Achieved luxury segment market share for CY2012 of 28% versus nation at 21%.

ADDITIONAL EXPERIENCE

Dealer Business Consultant: Porsche Cars North America – Ontario, CA

Sales Manager: Porsche of Downtown LA – Los Angeles, CA

EDUCATION & PROFESSIONAL DEVELOPMENT

MASTER OF BUSINESS ADMINISTRATION (MBA) – INTERNATIONAL BUSINESS

University of South Carolina – Darla Moore School of Business

BACHELOR OF SCIENCE – GENERAL ENGINEERING

University of Illinois at Urbana-Champaign

INTENSIVE GERMAN BUSINESS LANGUAGE CERTIFICATION

Carl Duisberg Gesellschaft – Cologne, Germany