

# TIMOTHY AARON ROY

EXECUTIVE LEADERSHIP | OPERATIONS | PERFORMANCE DEVELOPMENT

Automotive executive with more than 14 years of progressive leadership experience across dealership operations, sales management, consulting, and executive leadership. Known for building high-performing teams, driving operational excellence, and leading performance initiatives that strengthen profitability, efficiency, and customer experience.

## CONTACT

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## EXECUTIVE CAPABILITIES

- 👤 Operational Leadership
- 🏢 Organizational Development
- 🏆 Performance Management
- 👤 Customer Experience Strategy
- 👤 Dealer & Partner Relations
- 👤 Executive Communication

## CERTIFICATIONS & LEADERSHIP DEVELOPMENT

### 🏆 OEM & LEADERSHIP CERTIFICATIONS

Multiple manufacturer leadership and operational certifications throughout career.

### 🎓 AFIP CERTIFICATION

Automotive Finance & Insurance Professional (AFIP)

## 👤 PROFESSIONAL PROFILE

Executive automotive professional with a proven track record of leading dealership operations, developing high-performing teams, and driving measurable results. Expertise in dealer consulting, operational strategy, process improvement, and KPI management across multiple rooftops. Recognized for building strong relationships with dealer principals, OEM partners, and teams while executing initiatives that improve profitability, efficiency, and the overall customer experience.

## 📁 PROFESSIONAL EXPERIENCE

### GENERAL MANAGER 2024 – Present

Wallingford GMC | Wallingford, CT

- Lead dealership operations for a high-volume GMC franchise with full responsibility for sales, finance, customer experience, and operational performance.
- Build and develop cross-functional leadership teams and drive accountability across all departments.
- Implement KPI-driven operational systems that enhance efficiency, profitability, and customer retention.

### VICE PRESIDENT 2021 – 2024

Vision Management Group LLC | Boca Raton, FL (Remote)

- Consult with automotive and RV dealer groups across Eastern U.S. markets to improve operational performance, sales processes, and profitability.
- Partner with dealer principals and executive teams to lead performance initiatives and strategic projects across multiple rooftops.
- Provide leadership coaching and operational guidance in areas of accountability, team development, process improvement, and KPI management.

### GENERAL MANAGER 2020 – 2021

Volkswagen of Hartford | Hartford, CT

- Managed dealership operations including sales, finance, customer experience, and operational performance.
- Led team development initiatives that improved accountability, customer satisfaction, and operational consistency.
- Partnered with ownership and leadership teams on performance and growth initiatives.

### PROGRESSIVE LEADERSHIP ROLES 2011 – 2020

Wallingford GMC | Wallingford, CT

Progressed through multiple leadership positions:  
Salesperson → Internet Sales Manager → Sales Manager → Finance Manager → Executive Sales Manager

- Built strong expertise across sales, F&I, CRM operations, customer experience, and leadership.
- Consistently advanced into roles of greater responsibility and operational oversight.
- Developed high-performing sales processes and an accountability-focused team culture.
- Established long-term relationships with customers, leadership teams, and OEM partners.

## 📌 LEADERSHIP APPROACH

I believe strong leadership is the foundation of exceptional organizations. My approach combines operational discipline, accountability, and clear communication to build high-performing teams and culture. I focus on developing people, strengthening processes, and driving results that deliver long-term value for customers, partners, and the business.