

# DALTON LINDESMITH

## Finance / F&I Leadership • General Management • High-Performance Operator

Cleveland, OH (In South Florida next week) | 216-710-9811 | dlindesmith1111@gmail.com | linkedin.com/in/daltonlindesmith

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### EXECUTIVE SUMMARY

Dealership operator with 12+ years across Special Finance, elite F&I production, multi-rooftop finance leadership, and full-store GM/owner-level execution. Strengths: menu discipline, lender strategy, slips control, compliance-first execution, desking/TOs, training cadence, and funding-speed discipline.

### SCOREBOARD

- PVR 2,800–3,400 • VPI 1.75+ (sustained)
  - #1 National-ranked Finance Manager (multiple periods in major dealer group)
  - Platform F&I Director across 3 rooftops (Cadillac / GMC / Buick) — standardized process + profitability
  - One-man dealership operator (GM/GSM/F&I/Compliance/Funding) — ran every lever solo; systems scale to high-volume groups
- Director – National Accounts (Rite Way Transport Group) — dealer/auction logistics, heavy haul & specialty moves (2026–Present)  
| Prior GM/Store Leader — Dobbs Tire & Auto Centers (2025–2026)

### SYSTEMS + TECH (SUMMARY)

Dealer: Reynolds & Reynolds, Dealertrack, RouteOne, VinSolutions, Darwin, DocuPad, ADP. AI/Automation: ChatGPT, Zapier, Make, Airtable, Excel/Sheets automation. Marketing/Design/Code: Meta Ads (basic), Google Business Profile, Canva, HTML/CSS, basic JavaScript, Netlify.

### EXPERIENCE

#### Director – National Accounts (Auto Transport & Heavy Haul) — Rite Way Transport Group

Coral Springs, FL (remote) | 2026–Present

Lead dealer, auction, and enterprise accounts for nationwide vehicle transport and specialty freight; own pipeline, pricing coordination, and customer execution.

Drive portal adoption and retention via demos, automation-based follow-up, and proactive issue resolution to protect service levels and repeat volume.

#### General Manager / Store Leader — Dobbs Tire & Auto Centers (2025–2026)

Cleveland, OH

- Owned day-to-day execution: staffing, workflow control, customer escalation, and KPI cadence in a high-throughput operation.
- Installed accountability rhythms (daily huddles, end-of-day KPI review, inspection-to-estimate follow-up) to stabilize output and protect margin under staffing constraints.

#### Operator / General Manager (Self-Employed) — Independent Auto Retail + Services

Cleveland, OH | 2022–2025

- GM + GSM + F&I desk in one seat: inventory, sales, F&I, compliance, funding, recon, marketing, cashflow.
- Built repeatable structure/funding process and automated follow-up to protect pace and reduce fallout.

#### General Manager — Perfect Auto Collection

Akron, OH | 2021–2022

- Owned store execution; tightened desking/TO standards and lead conversion discipline.

#### Platform Finance Director (Cadillac / GMC / Buick) — Crestmont Auto Group

Beachwood, OH | 2020–2021

- Led F&I across 3 rooftops; standardized menu flow, lender strategy, and compliance behaviors.
- Built playbooks (rebuttals, slips discipline, structure strategy) and enforced funding-speed expectations.

#### **Finance Manager — Penske Automotive Group**

Bedford, OH | 2017–2020

- Promoted from sales within 6 months; repeatedly top-ranked nationally in performance; DocuPad pilot/rollout support.

#### **General Manager — Miami Car Credit**

Miami, FL | 2014–2016

- Advanced from Special Finance to GM; owned approvals strategy, lender mix, and delivery discipline.

#### **Special Finance Manager — North Coast Auto Mall**

Akron, OH | 2012–2014

- Top producer (20–35 units/month); promoted to build/run Special Finance; developed lender mix and structure process.

#### **EDUCATION + CERTIFICATIONS**

AFIP • ACE • SAFE MLO (NMLS) 97% • Grant Cardone Sales Mastery • Alan Ram “On Fire” • University of Akron (Business Mgmt coursework)

Languages: English • Serbo-Croatian • Spanish (working) • Russian (working)

# SYSTEMS + TECH STACK (DETAIL)

Expanded detail for dealer groups that value speed, automation, and modern execution.

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## DEALER SYSTEMS (DMS / CRM / F&I)

- Reynolds & Reynolds (DMS)
- Dealertrack (DMS / F&I)
- RouteOne
- Darwin
- VinSolutions (CRM)
- DocuPad (digital signing)
- ADP (HR / payroll exposure)

## AI + AUTOMATION (WORKFLOW, SALES OPS, REPORTING)

- ChatGPT: call scripting, rebuttal libraries, training modules, SOPs, playbooks, and dashboards
- Zapier + Make: lead routing, follow-up triggers, form-to-CRM pipelines, status notifications
- Airtable: lightweight CRM/pipeline builds and operational checklists
- Excel/Google Sheets: automation, scorecards, and pipeline reporting

## MARKETING + RETENTION AUTOMATION

- Landing pages + lead capture forms (quote/appointment intake) with routed notifications
- Email/SMS follow-up sequence design (first-response speed, cadence, reactivation loops)
- Google Business Profile optimization (basic) and review-request workflows
- Meta Ads Manager (basic) and lead-capture alignment

## DESIGN + CONTENT PRODUCTION

- Canva: sales collateral, one-pagers, training visuals, social content
- Brand templates: typography, layout standards, reusable assets
- Executive one-sheets and decks for operators/DPs

## CODING / WEB (PRACTICAL IMPLEMENTATION)

- HTML/CSS + basic JavaScript for landing pages and internal tools
- Netlify deployments and form handling for rapid builds
- Supabase (basic) and lightweight API-driven workflows

## PRODUCTIVITY + COLLABORATION

- Microsoft 365, Google Workspace, Teams/Zoom, Slack