

# ROBERT MYDZIAN

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**Marketing Director • Brand Director • Business Development Director • General Manager**

## PROFILE

Talented and accomplished international business management professional with proven record of success in sales, marketing, business operations, and customer satisfaction. Special expertise in establishing programs, building revenue, and penetrating new territories. Experienced at directing marketing, engineering, manufacturing, distribution, R&D, and business development programs. Excellent problem solving, communications, and leadership skills. Inactive secret clearance.

Business Management • Sales • Marketing • Strategic Planning • Negotiations • Solution Development  
Customer Relations • Inventory Control • Project Management • Scheduling • Budget & Cost Control • P&L  
Logistics • Engineering • Manufacturing • Distribution • Quality • Team Building • Communications

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## PROFESSIONAL EXPERIENCE

**WINNER IMPORTS UKRAINE**, Kyiv, Ukraine

2003 - 2009

**Brand Director** (2006-2009)

Promoted to oversee Volvo vehicle and parts sales operations for private US-based company. Supervised staff of 11. Managed P&L, country sales, after sales, communications, marketing, advertising, promotions, budgeting, manufacturer relations, dealer network expansion, business planning, staffing, and customer satisfaction. Administered \$2M budget.

- Increased sales revenue 300%, including >31% in 2008, and vehicle sales 199%, in 3 years.
- Grew total sales from \$10M to \$30M, accounting for nearly 15% of company total.
- Expanded network from 5 dealerships in 2006 to 15 by the end of 2008.
- Improved available parts inventory from 70% to 85%, increasing customer satisfaction.
- Raised customer satisfaction rating from 85% to 94% by improving efficiency.
- Developed and implemented highly successful \$1M advertising/marketing campaign, involving TV, print, internet ads, outdoor, and special events.

**Distribution Director** (2003-2006)

Managed distribution operations for \$430M importer of Ford, Volvo, Jaguar, Land Rover, and Porsche brands. Supervised staff of 34. Oversaw logistics, customs, certification, parts, special orders, and PDI departments. Supplied >20 dealers. Prepared budgets and negotiated agreements. Served as liaison to vehicle manufacturers, transporters, and international suppliers.

- Reduced costs and improved delivery times by establishing internal transport department.
- Planned and led successful launch of Jaguar, Land Rover, and Porsche distribution chains.
- Grew import numbers from 1200 vehicles in 2002 to 8500 vehicles in 2006.
- Cut transportation costs 25% by negotiating new deals with transport companies.
- Decreased delivery times and error rates by implementing standardized procedures.
- Facilitated 30% revenue growth by launching new brands into market.

**AUTOMOTIVE TECHNOLOGIES INTERNATIONAL**, Rochester Hills, MI

2000 - 2003

**Senior Project Manager**

Directed program operations of privately held automotive safety development company. Managed >12 technical programs and supervised 40+ US employees and offshore consultants and engineers. Supported major automotive tier 1 supplier. Served as customer liaison. Oversaw program and engineering management, problem solving, financial analyses, and DFMEA. Prepared and delivered proposals.

- Increased revenues by winning successful proposals for US Government programs (SABIT, CRDF).
- Improved sales by developing new programs to meet customer and potential customer needs.
- Enhanced productivity by developing new project management time and scheduling plans.

**LEAR CORP.**, Warren, MI

1998 - 2000

**Program Manager, General Motors Division** (1999-2000)

Led 2 major (\$100M each) development and production programs for one of world's largest automotive suppliers (Fortune 150). Managed engineering, issue resolution, financials, change management, QS9000 compliance, prototyping, tooling, testing, and staffing. Administered \$15M budget.

- Consistently met or exceeded all GM-required project schedules and deliverables.
- Personally led full project life cycles for programs that delivered 2% of \$15B company's revenue.

**General Manager** (1998-1999)

Oversaw operations of \$50M division based in Nizny Novgorod, Russia. Managed relationship with Russian automotive manufacturer GAZ. Held responsibility for P&L, customer relations, legal, quality, business development, facility improvements, security, administration, reporting, and ISO 9002 compliance. Supervised up to 650 persons. Negotiated agreements with customers. Administered \$7M budget.

- Established Lear's presence in pre-existing GAZ facility. Recruited new management team, formulated organizational structure, and introduced new reporting and record keeping processes.
- Lowered costs \$2M by streamlining headcount 34%.
- Increased productivity 51% by instituting new procedures, including Kaizen and continuous improvement methods, and installing state of the art equipment.
- Enhanced efficiency by developing plant layout that maximized capabilities.

**WINNER IMPORTS UKRAINE**, Kyiv, Ukraine

1996 - 1997

**General Manager, American Automotive Company** (1996-1997)

Managed after-market automotive parts and supplies distribution company. Supervised 35. Oversaw sales, marketing, accounting, training, budgeting, promotions, reporting, inventory, HR, P&L, customs, and transportation. Performed sales and business trends forecasting.

- Established 4 new regional offices and warehouses nationwide as official distributor of Mobil Oil in Ukraine, and improved relationships with STP, Gates, and Champion.
- Increased sales 45% (\$2M) by developing highly successful business plan.

**Operations Manager** (1996)

Directed after-market inventory planning and ordering as exclusive distributor of Ford in Ukraine. Developed and applied warranty instructions and policies.

- Drastically reduced costs by developing and implementing new inventory and ordering procedures.
- Improved revenue by assisting with fleet sales to US government and international tobacco companies.

**CAREER NOTES:** Previously held positions of **Project Engineer**, **Associate Engineer**, and **Assistant Engineer** at CALSPAN CORP. (1985-1996). Conducted ITS and tire research for US Dept. of Transportation and NHTSA. Wrote proposals. Coordinated Wind Tunnel testing. Authored technical reports. Created marketing campaigns.

**EDUCATION**

**MBA w/concentration in Finance**, Canisius College, Buffalo, NY  
**BS in Aerospace Engineering**, Syracuse University, Syracuse, NY

**CERTIFICATIONS & TRAINING**

7 Habits of Highly Effective People; private pilot's license, ISO 9000

**ADDITIONAL INFORMATION**

**Technical Skills:** MS Office, Project, various proprietary applications

**Languages:** Conversational Russian and Ukrainian

**Affiliations:** American Chamber of Commerce, European Business Association, Lions Club