

PROFESSIONAL EXPERIENCE**AEROLOT LLC — MIAMI, FL**

04/2026 – Present

CEO / FOUNDER

- Founded and architected an AI-assisted SaaS platform to serve as a complete operating system for independent dealerships, unifying lead management, CRM, inventory, deskings, F&I, accounting, deal jackets, and customer communications into a single platform.
- Personally designed and developed the application using Claude Code, React, Next.js, and PostgreSQL, translating more than a decade of dealership sales and finance experience into production-ready software while leading product strategy, architecture, and business operations.
- Engineered a comprehensive F&I Deal Desk capable of structuring complex transactions with real-time front and back gross calculations, payment optimization, lender reserve modeling, product pricing, and Reg Z/TILA-compliant disclosures.
- Designed integrations with dealership technologies including 700Credit, digital credit applications, lender submission workflows, inventory syndication, CRM processes, e-signature capabilities, and mobile customer engagement to streamline the complete sales lifecycle.
- Embedded compliance into the platform architecture by incorporating OFAC screening, Red Flags Rule requirements, Military Lending Act (MLA) checks, and secure customer data handling from the earliest stages of development.
- Conduct ongoing product discovery through live demonstrations with dealership owners and operators, using customer feedback to refine workflows, validate features, and guide product roadmap priorities.
- Lead all aspects of the business, including product vision, software development, customer discovery, partnership discussions, go-to-market strategy, and executive recruiting, including identifying a technical leader to scale engineering efforts.

PULIS INSURANCE SERVICES — SYRACUSE, NY

08/2023 – Present

BUSINESS DEVELOPMENT DIRECTOR

- Spearheaded new client acquisition efforts, driving a measurable increase in agency revenue by expanding the client base through targeted outreach and strategic networking.
- Improved client retention rates through regular follow-ups and personalized service, ensuring long-term relationships and repeat business.
- Increased cross-selling opportunities, boosting average policy count per client by offering bundled insurance solutions.
- Generated leads by leveraging local partnerships, community events, and digital marketing efforts, with a conversion rate of 60+%.

EBLOCK — SOUTHEAST US & NATIONALLY

02/2020 – 07/2023

REGIONAL SALES & IMPLEMENTATION MANAGER

- Scaled a top performing team and marketplace in under 9 months by executing full sales cycle strategies, driving rapid product adoption and market expansion, while streamlining onboarding processes and improving efficiency.
- Led the seamless transition of new business units to the EBlock auction management system, increasing product adoption and conversion rates by 10% through cross-functional collaboration with sales, marketing, and operations.
- Created and delivered consultative sales training for new subsidiaries, driving a 15% increase in customer acquisition, expanding market share, and strengthening client relationships.
- Directed a lean sales team to routinely exceed monthly and quarterly sales quotas with 40% fewer resources, demonstrating exceptional sales leadership and team efficiency in key performance metrics.
- Recruited and mentored the top-performing Territory Manager, resulting in a 45% increase in regional sales, showcasing strong leadership and team development capabilities.

PROFESSIONAL EXPERIENCE

TRADEREV / ADESA — NY & MA

10/2017 – 02/2020

DISTRICT SALES MANAGER

- Scaled market penetration from 0 to 150 active accounts over 2 years by executing tailored sales strategies, optimizing team performance, and fostering consultative selling practices.
- Opened five new territories through outbound prospecting and inbound lead management, driving consistent month-over-month revenue growth and expanding market share, ultimately setting a company-first record of 1,000 car sales in a single month.
- Ranked consistently in the top 3 nationally across key KPIs such as sales, customer acquisition, and retention, earning recognition to represent the company at industry-leading events such as NADA and NIADA.
- Implemented consultative, value-based sales training, achieving the highest revenue per unit (RPU) nationwide despite fierce competition from larger, lower-priced market players, solidifying market leadership in the region.
- Mentored and developed a high-performing team, promoting three Market Sales Coordinators to top-performing Territory Sales Executives with a 30% promotion rate and maintaining turnover below 10%.
- Conducted monthly 1-on-1s and mid-month pipeline reviews, improving sales pipeline health by 30% through strategic process optimization and hands-on team management.

TRADEREV / ADESA — NY & MA

08/2016 – 10/2017

TERRITORY SALES EXECUTIVE

- Launched and led the first territory to surpass 100+ transactions in a single month, consistently ranking first in the Northeast Region, setting a new standard for sales performance.
- Cultivated strong client relationships through consultative sales strategies, leveraging TradeRev's mobile auction management system to significantly increase revenue and improve client satisfaction.
- Developed two top-performing territories from scratch, using targeted outreach, cold calling, and relationship management to build a robust pipeline, resulting in the most active users in the Northeast.

ADDITIONAL PROFESSIONAL EXPERIENCE

AUTOMOTIVE FINANCE CORPORATION / ADESA — CICERO, NY & BOSTON, MA

08/2013 – 08/2016

DEALER SERVICE SPECIALIST

ADESA SYRACUSE AUTO AUCTION — CICERO, NY

03/2012 – 08/2013

ACCOUNTING STAFF

PROVEN SALES LEADER

Results-driven sales leader with a proven track record in scaling revenue, expanding market presence, and driving adoption in SaaS-driven marketplaces. Adept at building high-performing teams, optimizing sales strategies, and fostering long-term client relationships to accelerate business growth. Experienced in launching and expanding digital auction platforms, leveraging data-driven insights and consultative sales approaches to maximize engagement and revenue. Ready to bring my expertise in market strategy, business development, and leadership to drive success at my next opportunity.

CORE COMPETENCIES AND STRENGTHS

Strategic Planning and Vision — Leadership and Team Management — Sales Process and Methodology Expertise
 Financial Acumen — Customer Relationship Management — Data-Driven Decision Making — Negotiation and Closing Skills
 Change Management — Communication and Interpersonal Skills — Project Management — Cross-Functional Communication

EDUCATION

Bachelor of Science in Business & Economics with a Concentration in Accounting
 State University of New York at Oneonta