



# JEFF BARROW

Sales & Marketing Executive

## **Driving Revenue & Profitability**

### **CONTACT**

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### **CORE COMPETENCIES**

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Sales / Marketing  
Business Development  
Strategic Planning  
Financial Management  
Team Leadership  
New Product Development  
Change Advocacy  
Sales & Pricing Analysis  
Coaching / Mentoring  
Dealer / Distributor Development

## **Sales & Marketing Executive**

An energetic sales and marketing executive with extensive experience in automotive, motorsports, powersports, heavy-duty vehicle, auto aftermarket, and consumer products industries. Adept in strategic planning as a key contributor to an organization. A natural leader, guiding teams in sales, marketing, product management, engineering, and customer services

*"While at Honda Jeff was a collaborative partner who could be counted on. He is a passionate, skilled, and effective marketing professional who adds real value to any team he is on, and I certainly hope I get the opportunity to work with him again in the future."*

**- Mike Cobb, SCCA President**

### **EDUCATION**

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**Master of Business Administration**, Kennesaw State University

**Bachelor of Science**, Northern Illinois University

## ASSOCIATIONS & CERTIFICATIONS

- Six Sigma Green Belt
- Specialty Equipment Manufacturers Association (SEMA), Member
- Sports Car Club of America, Member
- Performance Racing Industry (PRI), Member
- Balls Creek Optimist Club, Board Member

## WORK EXPERIENCE

**Radical Motorsport** - *Business Development Director* – The Americas  
May 2022 –Present

Contracted employment by OEM Radical, which is largest manufacturer of purpose-built racecars in the world. Based in the US, and responsible for creating a program to assist existing dealer network increase sales and exposure as well find and qualify potential new dealers for open territories in North and South America. Played a key role in building a marketing and promotional strategy for the brand in North America. Worked directly with CEO to establish US based manufacturing and warehouse facility to better support the North American customers.

- Developed an annual "Dealer Business Plan" that was required by each dealer to submit each year.
- Created a "Used Car Certification Program" that streamlined our 33 global dealers into one entry point. Increasing outreach by over 300 website outlets.
- Developed "Floorplan Financing Program." Worked with financial institutions to create a financing template for their showroom and inventory cars.
- Created a media outreach plan with Racer, Sportscar 365 & RTD Media to enhance our Pro Cup and other racing activities.
- Established a key partnership with Karting groups and other targeted series.
- Signed 4 new dealers within first 6 months of contract that generated \$2M in new revenue.
- Created "Regional Racing Program" that gave our Radical customers more than 300 more events to compete in.

**Ligier Automotive North America** - *Director of Business Development*  
April 2019 –December 2021

Accountable for strategic planning and budgeting analysis. Created annual business and tactical plans for selling new products in emergent and target markets for clients within the motorsports industry. Played a key executive leadership role for the organization.

- Lead a world-class customer support network.
- Created and managed new dealer network focused on Track Day segment. First year generated \$650K in new revenue.
- Create contracts for champions program and brand ambassadors.
- Served as the primary contact to industry sanctioning bodies for initial classification and program development.
- 177%+ increase in average margins achieved by devising a pricing model to calculate true costs, enabling a practical retail list price sheet.
- Minimized forecast to 166% in alignment with realistic production / assembly labor, market trends with sales and marketing expenses.



## **American Honda-Honda Performance Development -**

*Commercial Motorsports Manager*

September 2013 –April 2019

Directed sales, marketing, product development, technical support, and customer service for the commercial department of the \$1 billion R&D division. Managed nine direct reports. Initiated annual budgets and planning for a product line of performance parts for racing, powersports, and specialty off vehicles. Established and managed dealer network for Honda Racing Line parts program.

### *Business Development & Strategic Planning*

- \$6 million in sponsorship equity attained by conceiving a funding plan and hiring an outside consultant to support new drivers, secure development series, and cultivate brand ambassadors.
- 78 cars sold in the first three years, rating #1 average car count of the 14 nations hosting the global F4 racing series.
- 35% growth garnered in year one with a 5% dropout rate by establishing a retention program for the Honda Racing Line.
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### *Financial Performance*

- \$4.622 million in net profit accomplished by executing a plan-do-check-act philosophy of strategic budgetary management.
- \$250,000 in new revenue and four new car sales realized in two weeks by cross-pollinating two key growth markets for the product lines.
- \$125,000 saved in expenses by overseeing tradeshow and budgets while consolidating the show schedule into two primary events.

## **Staubli Corporation – Motorsports Manager**

April 2006 – September 2013

Oversaw program growth for all motorsports activities in North and South America via sales, marketing, product management, and product development for the €1 billion robotics manufacturer. Supervised the sales team and cross-functionally led marketing, engineering, and product planning.

- \$1.2 million augmentation in sales revenue obtained by reorganizing the North American distribution to focus on multiple specialty distributors, OEMs, and wholesale houses.
- \$200,000 in additional sales revenue generated by founding a mandatory fuel sampling program for several pro series that proved the brand as an affordable, quality product for compliance.
- \$150,000 in first-year sales delivered by piercing a new market via simple modification to an existing part.
- \$45,000 in new business and exposure for the brand won at lower levels of motorsports by instituting the company's first contingency program.

118.18% boost in profit margins earned by introducing a pricing policy with a built in 2.5% annual upturn and a multitier discount structure to complement new target channel markets

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