

# Cory Cheever

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[CoryCheever.com](http://CoryCheever.com)

Accomplished and dynamic Automotive Aftermarket sales professional with 40 years experience in B2B, Retail, Buying Groups (Traditional Warehouse Distributor), Import Specialist, Co-Man, Heavy Duty, & Fleet market segments. Extensive track record of developing sales strategies in the automotive and truck aftermarket industry, delivering profitable solutions to attract and maintain accounts and customers, and propel company growth.

Created a reputation of high integrity throughout the industry with expert segment and product knowledge in bearings, brakes, chassis, gaskets, engine parts, and across automotive and truck segments.

## KEY COMPETENCIES

**Business Development**  
**Product Presentation**  
**Management**  
**Networking**  
**Analytics & Reporting**

**Sales Strategies**  
**Sales & Account**  
**Revenue Growth**  
**CRM- Salesforce**  
**Microsoft Office**

## PROFESSIONAL EXPERIENCE

### HARAGA ENTERPRISES

**DIRECTOR OF PROPERTY MANAGEMENT**, Cave Creek, AZ | 2019 - present

Managed service budgets and negotiate contracts with construction, maintenance, and utility companies, reducing operating expenses by 10% and increased property value by 15%.

### NTN BEARING CORPORATION

**REGIONAL SALES MANAGER**, Mt. Prospect, IL | 2016 - 2019

Managed \$17 million in sales for NTN Western U.S. territories which included Traditional Automotive & Truck WD, Import Specialist, Co-Man, Truck Rebuilder market segments. Expanded sales by growing existing accounts and developing new sales opportunities. Presented product programs to buying groups and major prospects. Attended Automotive & Fleet industry trade shows.

#### KEY CONTRIBUTION:

- Increased market share at all segment levels, and coordinated brand/product introductions to multiple segments which increased sales revenue 18% in 2019

### ZF/TRW

**REGIONAL SALES MANAGER**, Vernon Hills, IL | 2014 - 2016

Managed \$13 million in sales for ZF Western U.S. territories which included Traditional WD and Import Specialist market segments. Administered sales agencies to grow existing accounts and analyzed new business opportunities. Presented product programs to buying groups and major prospects. Attended Automotive & Fleet industry trade shows.

#### KEY CONTRIBUTION:

- Increased market share at all segment levels, and coordinated brand/product introductions to multiple segments which increased sales revenue 27% in 2015

### AFFINIA GLOBAL CHASSIS

**REGIONAL BUSINESS DEVELOPMENT MANAGER**, McHenry, IL | 2012 - 2014

Managed Raybestos and McQuary-Norris Chassis sales for Affinia Western U.S. territories. Administered sales agencies to grow existing accounts and analyzed new business opportunities. Presented product programs to buying groups and major prospects. Attended Automotive & Fleet industry trade shows.

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## PROFESSIONAL EXPERIENCE (CONTINUED)

### AFFINIA GLOBAL CHASSIS CONTINUED

#### KEY CONTRIBUTIONS:

- Generated sales revenue increase of 17%
- Orchestrated the successful division of brakes from Affinia

### FRAS-LE NA

#### **WESTERN LIGHT VEHICLE SALES MANAGER**, Northville, MI | 2011 - 2012

Developed Friction sales for automotive retail, buying groups, and WD's. Presented product programs to retail, buying groups, and WD's. Attended Automotive & Fleet industry trade shows.

#### KEY CONTRIBUTION:

- Developed new Work Truck and Police Disc Pad programs for retail and automotive WD's

### AFFINIA

#### **FLEET SALES MANAGER**, Ann Arbor, MI | 2010 - 2011

(Brake & Chassis)

Managed \$18 million in sales for Affinia's Fleet & Police business in the Western U.S. Developed and implemented annual business plans for Fleet sales. Administered sales presentations to WD and Fleet prospects. Executed Customer Fleet training programs and attended Automotive & Fleet industry trade shows.

#### KEY CONTRIBUTIONS:

- Generated sales revenue increase of 44% in Police Business
- Generated sales revenue increase of 12% in Fleet Business
- Developed a Special Service Vehicle program to complement the current Police Pursuit product program

### AFFINIA

#### **ACCOUNT EXECUTIVE**, Ann Arbor, MI | 2005 - 2009

(Brake & Chassis)

Managed CSK/O'Reilly Auto Parts division including managing sales force (Direct & Agency), inventory analysis and implementing product training programs. Developed annual business plans for retail and commercial sales and responsible for annual forecasting and budgets. Attended Automotive & Fleet industry trade shows.

#### KEY CONTRIBUTIONS:

- Grew rotor sales by an additional \$52M to O'Reilly Auto Parts in 2009
- Generated sales revenue increase of 39% in 2009 with annual sales volume of \$69M
- Served on the Sales Advisory Council

### DANA CORPORATION/CLEVITE

#### **DISTRICT SALES MANAGER**, Toledo, OH | 1987 - 2005

Managed \$9 million in sales in the regions CA, AZ, NV, UT and N for Clevite Engine Parts and Beck Arnly. Called on WD, EPS and PER's.

#### KEY CONTRIBUTIONS:

- Grew sales yearly by 22%

**EDUCATION** - coursework at University of Arizona