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## Professional Summary

I'm an experienced Business Development, Marketing, and Sales Executive with over 26 years of industry expertise. Throughout my career, I've demonstrated a knack for driving revenue growth and fostering lasting partnerships. From orchestrating strategic plans to leading high-performing teams, I thrive on delivering tangible results in the fast-paced automotive sector. Looking to change careers to something more rewarding.

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## Professional Experience

General Motors Account Director  
*DCI Marketing, April 2023 - October 2023*

- Led the charge in overseeing the \$30 million General Motors Account, devising and executing strategic plans to boost profitability and market share.
- Successfully negotiated a 10% increase in contract value, solidifying long-term partnerships and revenue streams.
- Guided a dedicated team of sales and account executives, instilling a culture of excellence and client-focused service delivery.
- Introduced innovative marketing strategies tailored to GM's needs, resulting in heightened brand visibility and customer engagement.
- Analyzed market trends and competitor activities to identify new business opportunities and drive revenue growth.
- Fostered cross-functional collaboration to ensure seamless execution of client initiatives and projects.

SVP Business Development  
*JD Power, October 2015 - January 2023*

- Spearheaded the launch of an Insurtech Vertical, forging partnerships with top 10 Insurance Carriers and driving revenue growth.

- Championed Enterprise Auto-Vehicle Data and SaaS Sales initiatives, culminating in cumulative revenue generation exceeding \$100 million over 8 years.
- Strategically managed client portfolios, identifying and capitalizing on opportunities for business expansion and profitability.
- Crafted compelling sales strategies and presentations to effectively communicate value propositions and secure new business.
- Conducted comprehensive market research to uncover emerging trends and opportunities for product development.
- Provided leadership and guidance to sales teams, fostering collaboration, innovation, and continuous improvement.

#### Director of OEM Sales

*LotLinx, June 2014 - August 2015*

- Achieved significant revenue milestones through strategic sales initiatives and meticulous client relationship management.
- Led the successful launch of Automotive OEM Pilot programs, driving adoption and delivering measurable business impact.
- Developed and executed targeted sales strategies to penetrate new markets and expand the company's customer base.
- Cultivated and maintained strong relationships with key stakeholders, including OEMs, agencies, and partners.
- Collaborated with cross-functional teams to develop and implement marketing campaigns and promotional activities.
- Provided leadership and guidance to sales teams, fostering a culture of accountability, teamwork, and customer-centricity.

#### National Account Executive

*Hearst Business Media / Black Book Online, May 2008 - June 2014*

- Cultivated multimillion-dollar revenue streams through strategic business development efforts and partnership cultivation.
- Drove substantial growth in Black Book Services penetration across OEM accounts, leveraging market insights and customer relationships.
- Developed and executed sales strategies to meet and exceed revenue targets and business objectives.
- Identified and capitalized on new business opportunities within existing accounts and prospective clients.

- Provided ongoing support and account management to ensure customer satisfaction and retention.
- Collaborated with internal teams to develop customized solutions and address customer needs and challenges.

Audi Marketing Manager

*Volkswagen of America, Jan 1998 - May 2008*

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EDUCATION

Bachelor's degree in management information systems & business administration  
WAYNE STATE UNIVERSITY, Detroit, MI

Undergraduate Coursework IN COMPUTER SCIENCE  
UNIVERSITY OF MICHIGAN, Flint, MI