

Corporate & Media CREDENTIALS

As a dynamic and creative consultant and facilitator, I am highly skilled in all phases of designing and delivering transformative instructional courses and seminars that drive significant impact in overall dealership profitability. I am proud to say my distinctive consulting and public speaking approach has allowed me the opportunity to work with the top automotive companies in the industry.

In addition, my unique brand marketing with product and technical training has earned me a reputation as someone who ignites excitement along with a strategic element to the sales and service process for dealerships all over the United States with expert experience in relationship building, and establishing greater loyalty that produces only the most satisfied clients, I am confident that my extensive background, leadership skills, and track record of success will enable me to make immediate contributions to future goals and success.



ROBINBUSH
[Transformation Coach]

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The president of RPM Creative Solutions, a CPC Coach and Gallup StrengthsFinder Coach, Robin Bush is a top national automotive executive coach, facilitator, and training expert, building and leading transformative national leadership development / training for all major automotive manufacturers. She combines cutting-edge edtech (apps, tablets, cloud, etc.) with dynamic and creative live onsite workshops, forums, and seminars that build strong, profit-driving leaders and teams. With a record of measurably improving nationwide dealer sales, profit, and employee and customer retention metrics, Robin's background includes overseeing training teams of 5-15 and presenting to groups of 10-200.

HIGHLIGHTS

"Thanks again for all you did to make this ...program a success. Your ability to rapidly absorb the content of the facilitator guide and express it with accuracy and enthusiasm is simply unparalleled in my experience."

-The famous Dan Hill, Alteris Group

- Built consultancy with clients including BMW, Honda/Acura, General Motors, Cadillac, Audi, Volvo, Lexus, etc.
- To date, trained 27,000+ automotive sales reps nationwide.
- Selected to lead key programs at **BMW ESSENTIAL LEADERSHIP PROGRAM** and **BMW MANAGERS ACADEMY**.
- Jointly developed, piloted, and appointed to lead wildly popular nationwide **HONDA JOY OF SELLING**.
- Designated by Acura to develop nationwide coaching staff to manage the **ACURA DOMINATE TOUR**.

SELECTED FACILITATOR EXPERIENCE

BMW ■ Lead **DEALER PERFORMANCE COACHING SERVICE LEAD MANAGEMENT PROGRAM** and coach BMW Executives. Facilitated the highly regarded **BMW ESSENTIAL LEADERSHIP PROGRAM**. Jointly lead high-engagement 4-part series of live/virtual/blended interactive workshops for **BMW MANAGER'S ACADEMY (INTENTIONAL LEADERSHIP)**. These Gallup Q12 Employee Engagement-based programs have helped retail managers build significantly higher-performing customer-centric teams. Facilitated highly effective **BMW LEADERSHIP ACADEMY 3-day** programs for GMs/Center Operators (Leading your Business/Leading your Future) and week-long **BMW GENIUS** program. As of 2024/2025, classes expanded to include **SHOP FOREMAN ELITE** and **COLLISION BODY SHOP** programs.

HONDA ■ Co-developed and led pilot that led to re-selection as national vendor. Currently, lead coach and facilitator of highly acclaimed **HONDA JOY OF SELLING**. American Honda Motors loved it! Previously, training 2 of 4 elements of **THE HONDA WAY**. On Instructional Design & Production Team for **HONDA FAST-TRACK** and **HONDA CALL CENTER TRAINING**, now driving Honda CX and CSAT metrics (mobile app pilot at select dealers nationwide). Also led national **HONDA MAKING A DIFFERENCE** sales workshops, 3-module dealership training program, and manager coaching on performance growth.

ACURA ■ Launched the **ACURA IGNITION – NEW DEALER ORIENTATION**, a nationwide program of 3-day in-dealership trainings on the Acura story, designed to build a foundational, in-depth, and engaging understanding of Acura brand and product information.

MINI ■ Long-term, provided facilitation for **MINI UNIVERSITY** program of 11 courses on **CREATING AN EXTRAORDINARY MINI EXPERIENCE**, including 2-day **LEARN2LEAD** (9 leadership development modules). Also lead weeklong **MINI MASTERY – Year One Advisor Training**: foundation for MINI 101, Brand DNA, MINI History & Values and making MINI Connections & Experience Extraordinary with servant heart and attitude.

GENERAL MOTORS | BUICK | CADILLAC | CHEVROLET | GMC ■ Lead ongoing 1-week **LEADERSHIP DEVELOPMENT** programs for new managers, including fleet trainings – product/sales process to equip managers for success in field. Facilitate 5-week/13-week/6-month sales/aftersales DM program transitioning managers from Call Center. Led **GM DEALERSHIP PROFESSIONAL DEVELOPMENT** series training GM engineering staff to mirror customer voice (VOC).

SELECTED PRODUCT & SALES TRAINING EXPERIENCE

BMW ■ Facilitated and coached manufacturing, finance, and corporate management nationwide on **BMW ESSENTIAL LEADERSHIP**. Previously, opened **BMW 3 SERIES LAUNCH TRAINING** with 80+ participants, then trained/presented to other classrooms on product features, competitive comparisons, and delivery.

HONDA ■ Coached **HONDA FAST TRACK**: week-long immersion for new sales consultants with modules in product, automotive fundamentals, presentation, overcoming objections, people skills and delivery.

ACURA ■ Trained network of dealerships on Acura's most advanced technologies and history of hybrid technology. Trained all client-facing staff on **3-MOTOR HYBRID DESIGN AND BENEFITS**, twin motor unit, brake regeneration, lithium-ion battery benefits, super handling AWD, etc.

MAZDA ■ Provided technical and other training for multi-state Mazda dealerships on new/existing/redesigned products – walk-arounds, learning, purchase motivators, test drives, Fast Facts guides, statistics, and graphics. Led **MAZDA FULL CIRCLE SERVICE INSPECTION TRAINING** for service writers.

SELECTED PRODUCT & BRAND EXPERIENCE

LEXUS ■ Currently leading a 2-day **IMPACT SERVICE CONSULTANT TRAINING PROGRAM** for service consultants to enhance interpersonal and process skills. This course covers the Lexus Story, the Lexus Guest Experience, the Lexus Service Process, Automotive Basics 101, and how to Deliver an Engaging Lexus Experience.

BMW ■ Designated as lead Aftersales Business Coach for 5-day **DEALER PERFORMANCE COACHING-SERVICE LEAD MANAGEMENT PROGRAM**, helping Business Development and Service teams work together drive profit.

ACURA ■ Launched and led **ACURA IGNITION (NEW DEALER ORIENTATION)** (Launched Feb 2020). Headed Acura Dominate Tour. Hosted Acura ILX IDT and RLX Sport Hybrid Super Handling AWD IDT.

MERCEDES-BENZ ■ Hosted **MERCEDES-BENZ MY WAY** Livestream Training Event for managers/dealer staff. This 1-hour live stream training is a modern approach to customer service at a global level. Leading discussions/multi-platform engagement on interactive forum on "Mercedes-Benz Driving Principles of Customer Contact."

KIA ■ Hosted and facilitated a 90-minute virtual service clinic for management and service advisors. **KIA'S EV FUNDAMENTALS FOR SERVICE** is a 101-level course providing a solid foundation of electric vehicle function.

HONDA ■ Selected to lead nationwide **HONDA JOY OF SELLING** program. Developed and facilitated onsite performance coaching program for selected dealers, with skills gap analysis and creation of targeted training tools

GENERAL MOTORS ■ Hosted and facilitated **GM FLEET OPERATION CONQUEST IMMERSION** program – series of weeklong Business Development Manager Trainings (US and CA).

EDUCATION

University of Michigan – Bachelor of Science (BS)

Certifications – IPEC Certified in Energy Leadership Index (ELI-MP); CPC Coaching Certification
Certified Trainer: TalentSmart® Mastering Emotional Intelligence®, DiSC®, and The Five Behaviors®, Gallup CliftonStrengths Coach®, GDA Certified Sales Professional (Consultative Selling)



The world's #1 Emotional Intelligence provider

Certificate of Completion

Mastering Emotional Intelligence® Level 1

Robin Bush

has satisfied the requirements and is hereby a TalentSmart® Emotional Intelligence certified trainer, licensed to facilitate Mastering Emotional Intelligence® - Level 1 training curriculum.

April 24, 2018 in Brecksville, Ohio

Date and Place of Certification

Sue DeLazaro, M.S.
Vice President of Programs , TalentSmart®



This program,ORG-PROGRAM-258310 , has been approved for 14 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). For more information please visit www.hrci.org.



This program is eligible for the following CCE recertification hours: 11.75 CC and 2.25 RD units.



Institute for Professional Excellence in Coaching

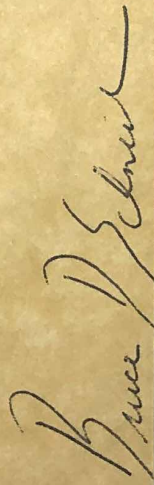
This is to certify that

Robin D Bush

Having satisfactorily completed the required studies approved by the ICF for 153 hours and passed the oral exam in accordance with the ICF requirements, has been found by the Board of Directors to possess the qualifications required by the Constitutional bylaws, and is hereby registered as a

Certified Professional Coach

In Witness Whereof, the Signature of the Administrator is hereunto affixed on this
Sixth Day of November, 2015



BRUCE D SCHNEIDER, FOUNDER



Gallup-Certified Strengths Coach



Robin Bush

has successfully completed Gallup's strengths coaching certification program and has demonstrated outstanding commitment to using strengths-based development to help others learn, grow, develop and succeed.

CERTIFIED BY

21565

CERTIFICATION ID

June 8, 2020

ISSUED ON

March 1, 2028

EXPIRES ON

GALLUP®

