

BRUNO DE BONIS

Consultant to the Motor Industry



Bruno De Bonis Professional Profile

Bruno De Bonis FIMI CAE
is a 2009/10 member of

IMI

THE INSTITUTE OF THE MOTOR INDUSTRY

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Added Value (what I bring to your business)

- 1. Experience gained from departmental to senior management level with both JLR central operations and retail dealerships across multiple continents and in both mature and new start-up markets.**
- 2. Management skill to deal with business at Revenue streams, P&L and cash-flow planning & daily management focus of critical revenue & profitability retention.**
- 3. The skill set to be able to evaluate and manage quantitative, qualitative & financial performance improvement actions in retail operations with a balanced commercial, manufacturer, dealer perspective.**

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Added Value (what I bring to your business)

4. **Speciality in developing operational processes and practices through the hard & human assets and in finding solutions that have synergies throughout all operational disciplines within business operation, revenue & profitability streams.**
5. **Accomplished automotive manager with a very '*hands on*' practical approach to retail issues, through a variety of cultural, multicultural operation and workforce, in Arabic, and far eastern environments, in new and used car sales & service, parts and accessories operations.**
6. **Experience from holding management positions in Sales, Marketing and After-sales enables me to work with senior managers on cross department assignments, with coordinating role with central functions.**

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Contributions / Achievements (most recent first)

- 1. Establish CI best practice & dealer standards in China, driven by global guidelines**
- 2. 5 yrs Eastern European Importer markets. Evaluate existing Importer & Retail N/work in 8 mkts, establish 6 new Importers. Involving mkt studies, candidate evaluations, financial assessments, business case assessments. J LR internal termination / appointment approval process to successful conclusion.**
- 3. Provide direction on Dlr composite KPI's to ensure dealer operational profitability framework. Give direction and manage dealer General Managers on critical operational, revenue and profitability issues.**

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Contributions / Achievements (most recent first)

4. YoY retail increase of approx 30% in the 8 markets 2003 to 2008 FY.
(approx Retails LR 3000 & Jag 800) 2008 achieved LR 120% & Jag 100% of Bgt).
5. Retain central Gross revenue contribution of approx 15% from a total wholesale revenue of approx 152 mil Euro, (Retail approx 182 Mil Euro) with a retail gross margin of approx 20%.
6. Manage a fixed and variable marketing budget of approx €4M to drive performance in the 8 diverse markets, and coordinating sales and marketing activities with a network of approx 100 dealers.

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Contributions / Achievements (most recent first)

- 7. Implement Sales processes / Dealer process improvement (DPI) in 5 of the 8 mkts with proven success. Above average retails (in group of 8) ranging from 40% to 50% for the yr following the implementation.**
- 8. Leading new importer startup process, induction and continuing business success. Involving the coordination of wholesale & retail finance solutions, pricing, trade & finance, marketing, volume planning, logistics, export controls, and central business systems.**
- 9. Driving retail dealer network appointments, supporting the dealer candidate evaluation process & ensuring that the dealer financial KPI's support the appointment.**

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Contributions / Achievements (most recent first)

10. Provide the “voice of mkt” into the centre for mkt issues. eg. Coordinate resolution to the Sat Nav & diesel issue to 3 markets in Eastern Europe.
11. Provide voice of centre input into the individual mkt business & mktng plans, & ensure alignment with centre business & mktng plans.

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Career History

- **Jan '08 to present** Network Development Director – China
- **Mar '03 – Jan '08** Regional Manager Importer Markets.
(Employed by Jaguar Land Rover. UK)
Ukraine, Romania, Hungary, Czech Republic,
Slovakia, (Poland till Feb 2006)
From Mid 2005 to Jan 08 included Moldova.
From Feb 2006 to Jan 08 included
Slovenia, Croatia.

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Career History

- **Mar '00 to Feb '03** BMW Korea, as Land Rover Marketing Manager.
(BMW sold LR to Ford, with transfer in July 2000)
- **Jul '00 to Feb '03** Transfer to Land Rover UK, (from BMW Korea) as General Manager Importer Operations.
Assigned to Land Rover Korea as Operations Director Land Rover Korea .

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Career History

- **Oct '94 to Feb '00**

Group Customer Services
Manager (To Mar 97).

Franchises – Jaguar, Land Rover,
Rover Cars, Ferrari, Maserati.

Group Sales Manager, Land Rover / Rover
cars, March 97 – Feb 00.

Al Tayer Motors LLC, Dubai, United Arab
Emirates.

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Career History

- **Apr '93 to Sept '94** Group Service Manager, Al Otaiba Group of Establishments Co. Ltd. Abu Dhabi, United Arab Emirates.
Franchises – Land Rover, Rover Cars, Jaguar, Chevrolet, Cadillac, Isuzu.
- **Mar '90 to Mar '93** Manager, Service Network Mohsin Haider Darwish LLC. Muscat, Sultanate of Oman.
Franchises – Land Rover, Rover Cars, Jaguar.

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Career History

- **Nov '98 to Mar '90** Service Manager, Mead of Burnham, (Lex Automotive)
Franchises – Jaguar, Land Rover, Rover Cars, Rolls Royce, Bentley.

- **Apr '83 to Nov '88** Workshop Manager, June – Nov 1988
H.A. Fox (Guildford Ltd.) 1, Ladymead, Guildford, Surrey.
Franchises – Jaguar, Land Rover, Rover Cars, Rolls Royce, Bentley.

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Career History

- **Apr '80 to Mar '83**

Technician, Rolls Royce, Bentley, Jaguar,
Land Rover Specialist

Achilli Motors, Milano Spa. Via Bergamo,
11/15, Milano, Italy

Franchises – Jaguar, Land Rover,
Rover Cars, Rolls Royce, Bentley.

- **Jul '77 to Mar '80**

Technician / Advisor / Tester

Lex Mead (Weybridge) Ltd.

Franchises – Jaguar, Land Rover,
Rover Cars, Rolls Royce, Bentley.

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Career History

- **Apr '75 to Jun '77**
Technician / Tester
Metropolitan Police. Hampton Rd. Police workshop, Middlesex.
Land Rover, Rover & British Leyland Cars.

- **Jul '70 to Mar '75**
Mechanic / Technician Apprentice.
Tony Brooks Garage, Weybridge, Surrey
Land Rover, Rover Cars.

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Personal

- D.O.B. - 26 Oct 1954.
- Married
- Languages - English & Italian, Natural Read, Write & Speak.
- Schools
Scuola Elementare, Fondi, Latina, Italia.
Kings Head Lane Middle School, Byfleet, Surrey, England.
West Byfleet, Senior, Surrey, England.
- Colleges - Brooklands Technical College, Weybridge, Surrey, England.
- University - Guildford Technical College, Guildford, Surrey, England.
Trinity College, Open University.
- Interests
Mountain biking, Swimming, Hiking, Skiing, Computer enthusiast. Flying.

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Qualifications

- Institute of the Motor Industry (IMI) UK
- IMI Management Certificate
(Member status) No. 8609133 1984 – 1986 IMI
- IMI Certificate of Automotive Engineer 1989 CAE (Engineer status)
- IMI Fellowship Award 1995 FIMI (Fellow status)
- Jaguar Cars Certificate of Management 1988 Management
- Bachelor of Science (Hon) Automotive Engineering 1995 B.Sc. Automotive Engineering.

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