

# C. Eric Hollis

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## Professional Summary

Regional Sales and Operations Leader with over 25 years of experience in multi-state sales management, team leadership, B2B channel development, and operational growth in automotive, manufacturing, and service industries. Proven ability to drive revenue, lead regional teams, build dealer and fleet relationships, and execute successful sales strategies. Expert in developing sales channels, participating in trade shows, managing budgets, and delivering consistent business growth.

## Core Competencies

Regional Sales Management • Channel Development • B2B & Fleet Relations • Team Leadership & Training • Trade Show Engagement • Strategic Planning • P&L Management • Marketing Strategy • Customer & Partner Relations

## Education & Certifications

Associates Degree, Summa Cum Laude – Slidell Baptist Seminary  
Cincinnati State Technical and Community College – 38 hours in Accounting, Business, Math, English, and Electronic Spreadsheets  
American Institute of Banking – Understanding Bank Performance, Managing Interest Rate Risk, Principles of Banking Accelerated  
Enhanced Coaching and Mentoring (Bridgestone Retail Operations)  
Tires Plus Top Gun Training  
ASE Certifications (Service Consultant, Brakes, Refrigerant Recycling & Recovery)  
Certified ALLDATA Information Specialist • Fair Housing Training • ABA Info Security & Red-Flags Certified

## Professional Experience

### **ShedMax | OH, KY, TN, IN, WV, VA & NC**

Director, Sales and Operations / General Manager | 2018 – Present

- Directed sales, business development, and operations across a seven-state region.
- Implemented record-setting sales programs, CRM systems, and dealer channel growth strategies.
- Managed budgets, HR, and partner relations while expanding B2B financing and customer outreach.
- Represented company at trade shows and developed marketing strategies leveraging social

media.

**Midas Auto Service Experts | OH & KY**

District Manager | 2014 – 2017

- Managed multi-store operations across Ohio and Kentucky.
- Increased sales and profit growth while leading recruitment, training, and coaching for managers.
- Expanded B2B and fleet clientele, improving regional brand reputation.

**Monro Muffler Brake & Service | Rochester, NY**

Market Manager | 2013 – 2014

- Improved recruitment, training, and customer service initiatives across multiple locations.
- Increased profitability by controlling expenses and executing sales strategies.
- Built strong brand recognition in new markets and secured fleet accounts.

**Michel Tires Plus / Bridgestone Retail Org. | Cincinnati, OH**

Store Manager | 2009 – 2013

- Managed multiple high-volume store locations, consistently achieving top sales and service records.
- Mentored managers, interns, and sales staff, developing future leaders.
- Led grassroots marketing efforts and enhanced customer loyalty rankings.

**Bramble Savings Bank | Milford, OH**

Assistant Vice President, Property Manager | 2008 – 2009

- Managed rental properties and REO portfolio, overseeing budgets, collections, and tenant relations.
- Court-Appointed Receiver with responsibility for P&L and property management strategy.

**References**

Available upon request.