LEE IACOCCA

CDJR SERVICE MANAGER | FIXED OPERATIONS LEADER

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PROFESSIONAL SUMMARY

Results-driven Chrysler, Dodge, Jeep and Ram (CDJR) Service Manager with 17+ years of dealership fixed operations experience, including multi-line service leadership, Stellantis warranty compliance and technician development. Skilled at growing customer-pay labor, improving repair-order profitability, increasing technician productivity and strengthening customer retention through accountable processes and exceptional service.

AREAS OF EXPERTISE

- CDJR Service Operations
- Customer-Pay Growth
- CSI / Customer Retention
- Stellantis Warranty
- Mopar Parts Coordination
- Shop Capacity Planning
- Service Department P&L
- Advisor Coaching
- Recall Campaigns
- Technician Productivity
- Repair Order Quality
- DealerCONNECT / wiTECH

PROFESSIONAL EXPERIENCE

Service Manager | 2021 – Present
Summit Ridge Chrysler Dodge Jeep Ram, Columbus, OH
Lead daily operations for a high-volume CDJR service department supporting retail, fleet, warranty, express and commercial customers.

- Managed 24 technicians, 7 service advisors and 3 dispatch/express staff while maintaining a balanced workflow and consistent repair-order quality.
- Increased customer-pay labor sales 18% over two years through improved maintenance presentations, MPI follow-up and advisor coaching.
- Raised effective labor rate 11% and improved technician proficiency from 88% to 103% using dispatch controls and weekly performance reviews.
- Improved service CSI by 9 points while maintaining Stellantis warranty documentation, recall completion and policy compliance.

Assistant Service Manager | 2017 – 2021
Riverbend Chrysler Dodge Jeep Ram, Louisville, KY
Partnered with the Service Director to oversee daily shop throughput, advisor execution, repair quality and Stellantis service processes.

- Supervised 12 technicians and 5 advisors; improved appointment capacity and reduced average customer wait time by 17%.
- Implemented consistent multipoint inspections and declined-service follow-up, lifting customer-pay hours per repair order by 0.3.
- Coordinated Mopar parts availability, backorders and campaign repair scheduling to reduce vehicle downtime.

Service Advisor / Team Leader | 2012 – 2017
Lakeshore Chrysler Dodge Jeep Ram, Erie, PA
Guided CDJR customers through diagnosis, estimates, maintenance recommendations and warranty repair processes.

- Consistently exceeded monthly labor sales targets while maintaining accurate repair-order narratives and strong CSI results.
- Coached new advisors on maintenance menus, digital inspections, warranty eligibility and transparent customer communication.

Express Service Advisor | 2009 – 2012
Capital City Chrysler Dodge Jeep Ram, Harrisburg, PA
Supported express service, maintenance scheduling and customer communication for a busy CDJR dealership.

- Coordinated maintenance and light-repair recommendations for Dodge, Jeep, Chrysler and Ram customers.
- Improved service-lane efficiency through timely repair-order updates, menu presentations and follow-up.

TRAINING & CERTIFICATIONS

- Stellantis / FCA Service Management and Fixed Operations Training — completed dealership leadership coursework
- Stellantis DealerCONNECT, wiTECH 2.0, TechAuthority and Mopar service/warranty process training
- CDJR Warranty Administration, Recall Campaigns and Customer Experience / CSI Training

EDUCATION

Associate of Applied Science, Automotive Technology | Great Lakes Technical College, Toledo, OH

Automotive Service Management & Leadership Coursework | Midwest Business Institute, Indianapolis, IN