

PAUL PFEIFER

General Manager | General Sales Manager | Finance Director

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EXECUTIVE PROFILE

Automotive executive with 15+ years leading franchised dealerships across variable operations, fixed operations, and F&I. Drives sales volume and variable gross, service and parts performance, inventory efficiency, and total-store profitability. Maintains hands-on finance expertise in deal structuring, lender approvals, menu presentation, contracting, and funding. Combines full P&L ownership, compliance, disciplined execution, team development, and successful store turnarounds.

CORE COMPETENCIES

- Full P&L Ownership & Dealership Operations · Variable Operations, Sales Volume & Gross Profit
 - F&I Production, Menu Presentation & Product Penetration · Deal Structuring, Lender Approvals, CIT & Funding
 - Fixed Operations, Service Absorption & Parts Profitability · Inventory Strategy, Pricing & Market-Day Supply
 - Store Turnarounds, KPI Accountability & Process Discipline · OEM Relations, CSI, Compliance & Talent Development
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PROFESSIONAL EXPERIENCE

General Manager - Fowler Jeep of Boulder, Boulder, CO (January 2026 - July 2026)

- Returned to lead a full-store turnaround with P&L oversight across sales, F&I, fixed operations, inventory, marketing, staffing, and vendor performance.
- Remained active in F&I as the dealership's backup Finance Manager, personally structuring, presenting, contracting, and funding retail deals while carrying full General Manager responsibilities.
- Reestablished daily operating cadence, KPI accountability, CRM and lead-management standards, and leadership coaching to strengthen execution and team discipline.
- Realigned aged inventory, pricing, and market-day-supply strategy while tightening funding, compliance, and customer-experience controls.
- Rebuilt leadership and technician pipelines and expanded community visibility through partnerships with the Boulder Chamber and local arts, film, and outdoor organizations.

Career Transition & Family Relocation - Colorado (November 2024 - December 2025)

- Relocated from Tulsa to Colorado for family priorities while preparing to return to full dealership leadership.

General Manager - Fowler Ford of Tulsa, Tulsa, OK (June 2023 - October 2024)

- Full responsibility for dealership operations including sales, F&I, inventory, marketing, staffing, and vendor management.
- Regularly provided backup Finance Manager coverage, personally handling lender submissions, product presentations, contracting, and funding while overseeing dealership operations.
- Implemented accountability structures and sales-process discipline to stabilize variable operations.
- Aligned fixed operations, marketing, and inventory strategy to improve throughput and profitability.
- Strengthened OEM compliance, reporting accuracy, and CSI performance during volatile market conditions.

General Manager - Fowler Jeep of Boulder, Boulder, CO (May 2020 - June 2023)

- Directed all dealership operations for a high-visibility franchise in a competitive market.
- Maintained hands-on F&I production as backup Finance Manager, structuring approvals, presenting protection products, and contracting and funding retail deals.
- Improved sales consistency through inventory optimization, pricing discipline, and leadership coaching.
- Rebuilt management cadence, improving accountability, retention, and team productivity.
- Maintained strong OEM relationships while balancing volume growth, margin protection, and customer experience.

New Car Sales Manager - Larry H. Miller Colorado Jeep, Aurora, CO (November 2019 - May 2020)

- Oversaw new-vehicle sales operations during a transition period, maintaining volume and process consistency.
- Supported the leadership team through staffing changes and inventory fluctuations.

New Car Sales Manager - Larry H. Miller CDR, Aurora, CO (February 2018 - November 2019)

- Led new-vehicle sales operations with emphasis on volume growth, gross protection, and execution consistency.
- Coached sales managers and consultants to improve close rates and showroom performance.
- Partnered with F&I and marketing teams to improve lead conversion and sales velocity.

Finance Manager - Lakewood Fordland, Lakewood, CO (June 2012 - December 2017)

- Managed all aspects of dealership finance operations, including deal structuring, lender submissions, credit analysis, contract preparation, funding, and final delivery.
 - Presented financing options and protection products clearly and professionally while maximizing finance reserve, product penetration, and overall profitability.
 - Developed strong relationships with banks, credit unions, and captive lenders to secure competitive approvals for customers across a broad range of credit profiles.
 - Maintained strict compliance with federal, state, lender, and dealership requirements, ensuring accurate documentation and timely funding of contracts.
 - Partnered closely with sales managers and sales consultants to overcome financing obstacles, protect deal gross, and improve the customer purchase experience.
 - Trained and coached sales personnel on credit applications, deal documentation, product introductions, and compliant customer handoffs to the finance department.
 - Monitored contracts-in-transit, funding delays, chargebacks, product cancellations, and lender stipulations to protect dealership cash flow and minimize exposure.
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EDUCATION & PROFESSIONAL DEVELOPMENT

NADA Academy - Class 436 (2024)

Larry H. Miller Sales Leadership Program (2019)

DEALERSHIP TECHNOLOGY

Advanced proficiency across DMS, F&I, lender, CRM, desking, inventory, digital retailing, and reporting platforms, with the ability to quickly learn and operate within any dealer-group technology environment.

EXECUTIVE REFERENCES

Sean Carlson - VP, Stellantis | 303-476-1709

Paul Medina – District Manager, Acrisure PG | 720-352-2303

Lance Mosely - Dallas Region Sales Operations Manager, Ford Motor Company | 313-949-6497

Katrina Sonley - VP, Autotrader | 303-332-7349

Tyler Easton – District Manager, EasyCare | 918-606-4109

Catie Birabent – Corporate Finance Director, Fowler Holding | 405-919-8366

Matt Benson – Corporate Fixed Operations Director, Fowler Holding | 918-697-5778