

JONATHAN HRESLAV  
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#### EXPERIENCE

##### REMARKETING SALES SPECIALIST, World Omni Financial Corp., Deerfield Beach, FL.

April 1996-July 2002

Part of a team selling matured leased vehicles to the dealer where they are turned in.

Results: Increased personal volume from 85 to 250 cars per month in 2 years. Developed relationships with dealers across the country whereby both volume and sale price per unit increased.

##### SENIOR SALES EXECUTIVE, PIH Vehicle Management Services (successor to Avis Leasing Corporation)

September 1980 - January 1981 Chicago, Illinois.

January 1981 - April 1996 Miami, Coral Springs and Tamarac, Florida.

Led a sales and management organization generating a 1500 car and truck fleet, with four to six employees.

Results: Increased fleet by 20% in second and third years, after spending the first year in personnel realignment and improvement of customer perception of the company through a better level of service and creative problem solving. Overhead reduced by elimination of excess personnel and cost containment through purchasing and operational efficiencies. Recipient of "Senior Sales Manager of the Year" award, 1985, "Area Sales Manager of the Year" award, 1987, and "New Business Development" award, 1988 and 1991. Restructured to strictly new account sales in 1992, averaging over 10 new signings per year.

##### VP. & GENERAL MANAGER, Cardinal Auto Leasing, Division of Odo Corporation.

May 1975 - July 1980.

Complete supervision including planning, directing and controlling all phases of auto and light truck leasing operation. Managed four employees.

Results: Reshaped company image. Enlarged fleet size by 333%. Profits at an average of 40% return on equity. Obtained quality fleet accounts without increasing staff or general administrative costs.

##### GENERAL MANAGER, Western Auto Leasing Division, United States Fleet Leasing, Inc.

August 1973 - September 1974.

Reorganized all phases of leasing operation offering all types of auto and light truck leasing. Managed twelve employees. Necessary to gain customer acceptance of substantial rate increase, new and more binding lease agreements and change from entrepreneurial management to corporate philosophy.

Results: All commercial customers stayed with company. Overhead reduced as government contracts expired. Collection of receivables improved markedly. Profit increase in middle six figures despite 35% reduction in fleet size.

##### REGIONAL MANAGER, Hertz Car Leasing Division, Metropolitan Region.

June 1969 - August 1973.

Managed sales and operations of approximately 3500 car fleet encompassing 250 customers in Metropolitan New York. Managed and guided four salesmen and trained regional assistants for direct outside sales. Supervised purchasing of 2000 vehicles per year and maintenance of 4000 cars. As operations responsibility was revised, reduced number of employees by one-third.

Results: Region generated \$6 million in sales and \$1.5 million in gross profit in 1973. Highest profit region in company.

##### DISTRICT SALES MANAGER, Hertz Car Leasing Division.

1967 - 1969 Manhattan.

1964 - 1967 Five Boroughs of New York, Long Island and Westchester County.

1962 - 1964 New England States and northern New Jersey.

Generated sales of all types of leases to new accounts and service to existing customers. Manhattan sales net increase was \$1.1 million in last year. Top or second salesman in country in last three years. Earnings consistently 80% to 100% over base salary despite continuing contraction in territory. Established New England district, which was later made local office and then a region. Trained over ten men for outside sales, two of whom later became Regional Managers.

##### Assistant to GENERAL SALES MANAGER, Hertz Car Leasing Division.

1960 - 1961.

Assisted in all phases of sales administration, market research and planning, sales support, customer liaison, advertising and direct mail.

#### EDUCATION

Yale University BA, Southern Illinois University, MBA (Beta Gamma Sigma)

#### COMMUNITY SERVICE

Affiliate, National Association of Fleet Administrators 1973-present (helped found two chapters). Member, American Arbitration Association 1985-1988. Alternate, Coral Springs Board of Adjustment, 1988-1991.  
Member, Board of Directors, Coral Springs Board of Adjustment, 1988-1991.