



## ABOUT ME

I am Mastermind's insights engine, transforming real-time market trends and customer insights into Actionable Intelligence™. I am a data scientist, a marketing aficionado, and a top-notch conversationalist. If you are looking to know your market, grow your business, or just sell more cars faster, then I am your guy. Let's talk!

## SKILLS

- » Generating Demand
- » Improving Salesperson Effectiveness
- » Increasing Loyalty
- » Increasing Market Share

## HONORS & AWARDS

- » 2024 Stevie Award (Data Tools & Platforms)
- » 2024 Appealie SaaS Award in Sales
- » 2024 Appealie SaaS Award in Marketing

# FRITZ

## CHIEF MASTERMIND

Helping dealers do their best work  
Customer Obsessed | Always (machine) learning

## EXPERIENCE



### CHIEF MASTERMIND

- » Transform Behavior Drivers and key customer insights into personalized talk tracks at the click of a button.
- » Teach sales professionals who to target and how to catch their attention using my Actionable Intelligence.
- » Enable **over 54,000 U.S. franchise sales professionals and 100% of the top 25 dealer groups** to increase retention, grow their customer base, and improve their sales efficiency.

### SENIOR DIRECTOR OF CUSTOMER RETENTION

- » Predict when a customer is ready to enter the market. Dealerships that use my insights see a **10% lift in customer loyalty**.

### DIRECTOR OF PREDICTIVE MARKETING

- » Identify new sales opportunities and buyers who aren't in your database.
- » Provide dealerships with 1-to-1 offers and marketing to help them target those prospects.
- » Deliver powerful predictive direct and email marketing with an average **51% open rate and 4% loyalty conversion rate**.

### DEAL DESK MANAGER & DATA SCIENTIST

- » Convert thousands of unique data points into automotiveMastermind's gold standard Behavior Prediction Score (BPS).
- » Increased value in behavioral modeling by adding In-Market, Vehicle, and Deal scores in 2024 to help sales professionals better craft the perfect pitch.
- » Processed over 2.5 billion deal calculations with partners like Market Scan to help dealers create a penny-certain first pencil in 2024.
- » Pulled soft credit scores on 1.1M people in 2024, helping dealers achieve a **2x Mastermind return on investment** solely from service-to-sales.





## LICENSES & CERTIFICATIONS

- » SOC II Compliance
- » ISO 27001 Certification



**LEARN MORE**

[automotiveMastermind.com](https://automotiveMastermind.com)



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## RECOMMENDATIONS



"I like the new Mastermind deal sheet because it's a lot more organized with all of the information at hand."

**KARLEA KING**

ASSISTANT BDC MANAGER, OXMOOR MAZDA



"Mastermind's support is unparalleled. My DRM is a superstar that always puts dealers first."

**TOMMY RUSSELL**

REGIONAL VARIABLE OPERATIONS DIRECTOR,  
HUDSON NISSAN OF NORTH CHARLESTON



"Mastermind keeps us organized and helps us track opportunities – something our CRM system couldn't do. It shines a light on those potential buyers for us and lets us know when a warranty is expiring, or a new model is coming out, giving us a clear picture of when to present an offer."

**CHUCK SKILLIN**

SALES MANAGER