

MAUREEN McCARTHY
Training Consultant



Maureen McCarthy is a recognized certified management training consultant for the automotive industry. Since 1994, she has delivered over 2,500 workshops throughout the United States and Canada, with a focus on sales, leadership development, process improvement and customer service. As a consultant for J.D. Power & Associates for nearly a decade, her in-dealership experience includes working with all levels of dealership personnel from dealer principals, GM's, supervisors, retail sales consultants, parts and service managers, to advisors and front-line staff. Her national engagements have included projects for Audi, Ford/Lincoln, Jaguar, Mazda, Mercedes-Benz, Toyota, Volkswagen and Volvo.

Most recently, Maureen served as a Consumer Experience Movement Coach for key Ford/Lincoln dealerships in New York State. With the objective of creating a world-class retail experience, she focused on leadership coaching with store management and their teams helping to create a culture of emotional engagement with a deeper understanding of consumers and themselves, to build loyalty and advocacy with customers.

Prior to working with Ford, Maureen facilitated Initial Quality Survey training for more than 50 Volkswagen and Audi dealerships in the Northeast and Southern Regions. In a multi-year project designed to engender loyalty and enhance the customer experience, she led in-dealership demonstrations of product features for sales consultants and service advisors.

In addition to Maureen's national engagements she served as the principal trainer and consultant for the West Herr Automotive Group, New York State's largest retail dealership group (Buffalo, NY--\$750 million). With 16 store locations; 17 franchises, including BMW, Chrysler, Dodge, Ford, GM, Honda, Jaguar, Lincoln, Mercedes, Nissan, Subaru and Toyota she collected data, assessed dealership needs, designed and implemented training programs, tracked and measured results, monitored and coached team members and reported to the President. Her contribution involved implementation and follow-up of customer service and process improvement programs for increasing sales and improving CSI scores. Locally she continues to provide training courses for the Niagara Frontier NADA.

Maureen's experience working in her family's Buick dealership (Lockport, NY), combined with a Master's Degree in Education help to ensure her clients a high level of knowledge and professionalism. Her enthusiastic and engaging style reflects a sincere interest in the progress and success of each participant. She is also AchieveGlobal certified and a former board member of ASTD.