

Sam Griswold

Service Director | Fixed Operations Leader | Team & Performance Coach

Wesley Chapel, FL | samgrizz34@gmail.com | 352.283.0816 | linkedin.com/in/samgriswold | samgriswold.us

Fixed Operations leader with a consistent track record of building record-setting service departments across financial performance, customer experience, employee engagement, technician productivity, and advisor development. Known for installing disciplined operating rhythms, developing leaders, elevating ESI, and turning service departments into guest-first profit centers — combining front-line service-drive credibility, executive leadership, and a performance-coaching background to drive sustainable results without sacrificing culture.

Record-Setting Performance

All-time highs across fixed-ops financial performance, customer experience, and team engagement

Team & Leadership Growth

Developed advisors, managers, technicians, and future leaders

ESI & Culture Elevation

Improved engagement through standards, clarity, and accountability

OEM-Level Excellence

Multiple manufacturer awards across stores led

Led award-winning service operations repeatedly recognized for OEM excellence, customer experience, and operational performance — including **Nissan Global Top 50 recognition, 15 consecutive Nissan Awards of Excellence, the Honda President's Award, and the GM Mark of Excellence** across stores led.

PROFESSIONAL EXPERIENCE

Lead Consultant — FixedIntel

Dec 2025 – Present

Wesley Chapel, FL

- Advise dealer leaders on building disciplined, guest-first service operations and codifying proven service-drive performance systems.

Fixed Operations Director — Cavender Auto Group

Dec 2024 – Dec 2025

San Antonio, TX

- Led a 65-technician, 25-advisor operation with multiple lane and drive managers across a multi-rooftop group.
- Ran a full fixed-operations performance reset — breaking store and group records through disciplined operating cadence, advisor accountability, and technician capacity growth.
- Proof: ELR \$136 → \$177, RO count +300/month, net-to-gross from single digits to 30%, with all-time records in sales, gross, and net.
- Built the bench and the systems to hold it — recruiting and developing techs and advisors under standardized KPIs and accountability cadence.

General Manager — Boswell Honda

Jul 2023 – Nov 2024

Gadsden, AL

- Owned a full-store P&L with service as the core profit driver — earned the Honda President's Award, doubled store sales from \$25M to \$50M, and aligned fixed and variable ops under one accountability cadence.

Automotive Performance Coach — Chris Collins Inc.

Apr 2022 – Jul 2023

National (Remote)

- Coached service-department leaders nationally inside live, high-revenue stores — including Ford and multi-brand rooftops.
- Drove advisor accountability, gross-profit retention, and guest-experience standards; presented workshops on CSI and fixed-ops profitability (also with AMSI Automotive).

General Manager — Maus Nissan of North Tampa

Apr 2021 – Apr 2022

Tampa, FL

- Ran full-store operations with service as the profitability anchor; set dealership records in fixed-ops profit and net-to-sales, earning the Nissan Award of Excellence.

Fixed Operations Director — Morgan Auto Group — Wesley Chapel Nissan

Mar 2018 – Apr 2021

Wesley Chapel, FL

- Scaled the group's flagship service operation to 44+ techs and 16 advisors, grew fixed gross from \$400K to \$1M+, and led the entire group in bay utilization and technician proficiency under a disciplined forecast-and-budget rhythm.
- Developed a durable leadership bench; graduated top of class, NCM Executive Leadership Academy.

Credentials & Systems: Automotive Technician Certified • Harvard CLE • CPTD • NCM Executive Leadership Academy (Top of Class) • Certified Mental Performance Coach • Reynolds & Reynolds (20 yrs) • CDK Global • Tekion • Dealertrack