



FRANK CASTKA

LEADERSHIP

B2C & B2B Sales/Service/Support | Proven ability to establish and maintain interpersonal relationships, with strong analytical and organizational decision-making capabilities | Proven effective collaboration with Senior Management, business development teams, Vendor Relations | Retail and Commercial Parts sales and inventory management | Product/Project management and Sales Team Leader with over *30 years' experience with Fortune 100 companies*. Led design/dev teams with Jira Agile-based application builds from initial concepts to product launches/life cycle support with expertise in B2B Digital Signage | Well regarded for creative thinking skills with an engaging leadership approach

EXPERIENCE

Commercial Sales Manager | AUTOZONE (AZ) | Beaver Dam, WI

1/2024 – Current

- Maintain and grow Commercial market share. Manage/Train fleet and development of new employees. Monitor daily, WTD, MTD, PTD and QTS sales versus targets, past year same period sales. Document daily reviews of results. Maintain three cash drawers, including weekly handoff of all cash drops to Brinks. Backup to Store Manager, opening and closing store. Handling complex customer concerns with customer first focus while maintaining integrity for the business. AZ certified Parts Expert
- Grew Commercial market share in Beaver Dam by >1% in first two periods of 2024, hitting 132% of target sales and gross margin
- AZ certified Parts Expert

Commercial Specialist | AUTOZONE | Beaver Dam, WI

11/2023 – 1/2024

- *Focus on Commercial Client side of business while continuing to handle day to day retail store activities*
- *Partnering with local team to build stronger relationships internal and client based. Still learning AZ methods and procedures while exploring the near endless possibilities of Commercial Growth with ~95% of the local market available.*

Customer Satisfaction/Commercial Delivery Driver | AUTOZONE | Beaver Dam, WI

05/2023-11/2023

- *Providing troubleshooting with solutions for clients (DIY and Commercial) including in-depth parts/car knowledge, the tools & related parts required to do the job right, sales, service, support including assisting with computer learning/understanding*
- *Utilizing In-depth knowledge & familiarity with parts/systems/inventory in combination with computerized solutioning. Managing inventories of parts including store-to-store, vendor and warehouse transfers*

IT Program Mgr./Sr. Account Exec/ Web Dev Manager | AND Agency, LLC | Chicago, IL

1/2014-3/11/2022

- *Directed a team of remote programmers for all IT/Web project development and maintenance at roughly 33% of standard cost*
- *Handled Business Requirements for client Website design, operation, and reporting, partnering with IT for TR to match client needs*
- *Project Management, client/customer experience | Managed e2e requirements, project scope and fulfillment of client needs*
- *Generated continuous positive revenue for operating costs throughout Global Pandemic by Leading design team with Jira Agile-based innovative client specific application builds from initial concepts to digital product launches and life cycle support*

Lead Channel Mgr., Consumer Marketing | AT&T Services | Appleton, WI

11/1997-10/2013

- *Held every position in AT&T Consumer call centers, managing teams of over 100 people, Channel Marketing U-verse Voice 22-state Product SME product launch while partnering with PMMs in designing & executing marketing plans & product launch for entire suite of U-verse Products | Conducted E2E employee hiring, management, development, promotion of, or removal utilizing performance-based interviews, trained, coached, set expectations, evaluated results and performance, coached to change, celebrated successes and promoted members up and off my teams or into better fitting roles for their skillsets*
- *Earned more than 5 VP & Presidential awards through the company transitions of Ameritech to SBC to AT&T*

CORE SKILLS

People | Leadership Development | KPI Management | Cross Team Leadership | Superb oral/written Communications | Training Creation, Instruction, Implementation | Product/Process Procedures, Documentation Development/Improvement | Instinctive Problem- Solving | Technical Support/Troubleshoot | Product Design | Quality Improvement Program/Project Management | Agile Development | Interpreting Complex Information | Customer Service Retail, Consumer, B2B | Consultation, Training, Monitoring User Administration | Video Training Development/Deployment | Content, SaaS, Vendor Management | Out of the Box Thinking | Product Integration

COMPETENCIES

People | Jira | Microsoft Office 365 | Teams, Outlook, Word, PPT, Excel, OneDrive, SharePoint | CRM Navori, Salesforce | WP Admin, Content Management, Pressable, Flywheel, Elementor | Vimeo | Wix | Benchmark Email | Freshdesk

EDUCATION BSBA | Cardinal Stritch University | Milwaukee, WI

Leadership Training - Sales/Customer Service Team Leadership | Ameritech/SBC/AT&T | Appleton, WI