

STEPHEN "STEP" WILLIAMS

AUTOMOTIVE SALES & VARIABLE OPERATIONS EXECUTIVE

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EXECUTIVE PROFILE

Automotive retail operator, builder, and coach with proven leadership across sales, BDC/Internet, F&I, used vehicles, new vehicles, and general sales management. Known for developing managers, creating accountable processes, improving inventory discipline, and translating dealership-floor problems into repeatable operating systems.

EXECUTIVE FOCUS: Dealership Leadership • Multi-Store Variable Operations • F&I Leadership

LEADERSHIP IMPACT

- Led a retail operation to 556 units in a single month and managed teams as large as 38 across sales and variable operations.
- Trained and coached 1,000+ automotive professionals with emphasis on manager development, accountability, and measurable execution.
- Built operating systems for used-vehicle turn, management checkups, salesperson accountability, F&I performance, and showroom execution.

CURRENT LEADERSHIP

LOTMOGULS

Dec 2025 - Present

Founder

- Building real-time execution systems for automotive dealerships, translating proven sales-floor disciplines into tools that improve visibility, accountability, and management response.

SELECTED AUTOMOTIVE LEADERSHIP

HALL AUTO GROUP | Huntersville, NC

Jun 2021 - Sep 2023

General Sales Manager

- Led dealership sales execution with emphasis on team building, developing staff from within, used-vehicle acquisition-to-recon speed, and the Adopt-a-Car program.

PRIORITY GROUP | Huntersville, NC

Feb 2018 - May 2021

Used Car Director

- Directed pre-owned acquisition through auction, service exchange, street purchases, rental and other channels; implemented Adopt-a-Car inventory accountability.

MAZDA OF HUNTERSVILLE | Huntersville, NC

Jun 2013 - Dec 2017

General Sales Manager

- Led hiring, training, motivation and accountability while managing gross profit, CSI, CIT discipline, and daily sales-process execution.

BERKSHIRE HATHAWAY AUTOMOTIVE / VAN TUYL | Phoenix, AZ

Jun 2001 - Dec 2012

Progressive Variable Operations Leadership

- Held multiple leadership responsibilities across GSM, F&I, new and pre-owned operations, and BDC; experience included two-location Toyota/Honda operations and high-volume pre-owned retail.

CORE LEADERSHIP CAPABILITIES

GSM / Desk Management • Used Vehicle Operations • Inventory Acquisition & Turn • F&I • BDC / Internet • Forecasting / KPIs • Deal Structure • Manager Development • Sales Training • CSI • Culture & Accountability

LEADERSHIP SYSTEMS, PUBLISHED WORK & SERVICE

Systems: 21-Day Used-Car Turn • 12-2-4-6 Checkups • Adopt a Car • F&I Boomerang • LotMoguls Velocity

Published: Author of Green Pea: Freshman Year in the Car Business and Compound Choices • 17,000+ LinkedIn community

Education & Service: Auburn University - Business & Marketing / Business Management • U.S. Army Veteran - 35F Intelligence Analyst