

Samantha Price

Service Operations Manager

Service operations manager with 12 years in dealership fixed operations, overseeing service departments at 4 stores with 110 employees and \$28M in annual revenue. Sets process standards, KPI reporting and staffing plans across locations, and has raised group service gross profit 19% since 2022.

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Experience

Service Operations Manager

Trinity Auto Group • Dallas, TX • 02/2022 - Present

Dealer group with 4 franchise stores across the Dallas-Fort Worth area.

- Oversee service operations at 4 dealerships with 110 employees and **\$28M** in annual service revenue.
- Build weekly KPI reporting in Excel and Power BI on hours per repair order, effective labor rate and comebacks.
- Standardize appointment, check-in and repair order processes across all 4 stores, cutting drive wait time by 12 minutes.
- Raise group service gross profit 19% since 2022 through labor rate studies and menu pricing.

Service Manager

Prestonwood Motors • Plano, TX • 03/2017 - 01/2022

Franchise dealership with a 30-person service department.

- Managed a 30-person department with **\$7.4M** in revenue and full responsibility for the service P&L.
- Improved warranty administration, cutting claim rejections from 8% to 2%.
- Hired and trained 12 advisors and technicians through a new career path program.

Service Advisor

Las Colinas Auto Center • Irving, TX • 05/2014 - 02/2017

Import dealership service drive.

- Wrote 20 repair orders a day with a **93%** customer satisfaction score.
- Trained 3 new advisors on CDK and menu selling.
- Converted 50% of declined repairs into booked visits through 30-day follow-up calls.

Skills

Service Operations

P&L Management

KPI Reporting

Process Improvement

Warranty Administration

CDK , Excel , Power BI

Staff Training , Leadership

Education

Bachelor of Business Administration

University of North Texas

Denton, TX

05/2014

Management