

Kate Milan

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Profile

Kate Milan is an accomplished, well-received facilitator and presenter with proven communication and training capabilities. She has conducted product, brand, sales/process improvement and communications training. Her aim is to create an environment where people become motivated to implement change, improve performance targets and achieve positive outcomes.

Experience

SUBARU - CAMDEN, NJ/SHOWMAX MARKETING FACILITATOR & IN DEALERSHIP TRAINER

2019-PRESENT

2019 Subaru Tech Tour Program: Outback, Forester, Ascent Vehicles

- Product and brand training with focus on in vehicle technology
- Process training on 'teaching skills' & coaching sales consultants to assist customers
- Facilitated an interactive / interval learning experience through guided self discovery

KIA - IRVINE, CA/AUTOMATIK FACILITATOR & IN DEALERSHIP TRAINER

2019-PRESENT

2020 Kia Telluride "Game On" Vehicle Launch Program

- Product and brand training
- Facilitated an interactive / interval learning experience through guided self discovery

FIAT CHRYSLER AUTOMOBILES/MJKD AND ASSOCIATES/J.D. POWER RETAIL CONSULTANT

2018-PRESENT

CFAFE, Customer First Award for Excellence Validation Program

- Review and evaluation of dealership processes and operations
- Identify areas of non compliance and report results; provide consultation as needed
- Five areas reviewed: Facility, Sales, Service, Concern Resolution and Employee Engagement Processes

INFINITI - FRANKLIN, TN/PRECISION DYNAMICS VIRTUAL INSTRUCTOR LED TRAINING; PRODUCTION FOR BROADCAST

2017-PRESENT

Three National Hospitality Course Modules

- "Infinity Hospitality Personal Greeting and Negotiation" for Sales
- "Infinity Hospitality Service Experience" for Service
- "Infinity Hospitality Overview" for Managers

TOYOTA - PLANO, TX/AMCI GLOBAL, SPOKESPERSON, EMCEE & PRODUCT SPECIALIST

2017 -PRESENT

Toyota Thrill Ride: 2019 Corolla Hatchback, CHR and Toyota 86 features and benefits

Toyota Thrill Ride: 2018 Camry features and benefits

MAZDA - IRVINE, CA/AMCI GLOBAL FACILITATOR & IN DEALERSHIP TRAINER

2017-PRESENT

Mazda Brand Program Lab

- Understanding brand heritage and shift of brand strategy moving forward
- Review all touch points in a customers' purchase journey with regard to sales and service processes
- Facilitated communication between all departments to identify areas to improve processes and establish action plans to enhance Customer Experience

NISSAN - FRANKLIN, TN/AMCI GLOBAL FACILITATOR, PRESENTER & MODERATOR

2016-PRESENT

Nissan Owner Loyalty Management National Summit

- Presenter for main stage opening presentation of Nissan's hospitality principles
- Moderator for corporate panel with celebrated OLM managers.
- Facilitated session module: "Insperience" with focus on employee and customer experience & engagement.
- Facilitated session module: "Action Plans" with focus on creating and implementing effective action plans for process improvement with the goal of defining better Customer Experience & winning loyalty

**MAZDA - IRVINE, CA/AMCI GLOBAL
FACILITATOR & IN DEALERSHIP TRAINER**

2015-PRESENT

Mazda Sales X App Program

- Training how to use of the app and using competitive comparison tool
- Coaching of Sales Consultants, providing integration of the Sales X App in sales presentation & delivery process
- Review of best practices to ensure a transparent and great Customer Experience using this tool

**MAZDA CX-9 - IRVINE, CA/AMCI GLOBAL
FACILITATOR & IN DEALERSHIP TRAINER**

2016-PRESENT

Mazda CX-9 Vehicle Launch Program: Product Training integrated with Sales & Presentation.

- Training covered engineering, interior and exterior design features & benefits.
- Coached Sales Consultants on practice and use of storytelling in the sales process to create emotional connection and influence purchase decisions

**BMW - WOODCLIFF LAKE, NJ/AUTOMATIK EDUCATION
FACILITATOR & IN DEALERSHIP TRAINER**

2014-2016

BMW IQS Program: Two year installment

- Use of JD Powers Initial Quality Study results to improve brand position and customer experience
- Facilitated the program with Sales Advisors and Service Consultants
- Provided coaching to Sales Advisors on presentation skills and sales delivery
- Introduce the integration of the BMW Genius delivery specialist initiative to enhance Customer Experience and loyalty

**SUBARU - CAMDEN, NJ/SHOWMAX MARKETING
SPOKESPERSON & PRODUCT/BRAND SPECIALIST**

2009-PRESENT

Representing Subaru at international auto shows and sponsored events

- National Spokesperson: On stage presentations
- Product/Brand Specialist: Educate consumers on product engineering, interior & exterior features
- Lead generation

**BMW - WOODCLIFF LAKE, NJ/PRECISION DYNAMICS
IN MARKET/DEALER SHIP TRAINER & PRODUCT SPECIALIST**

2001-2004

BMW X3 Vehicle Launch Program

- Product training and iDrive technology instruction; features and benefits.

BMW 5 Series Launch Program

- Product training and iDrive technology instruction; features and benefits.

BMW Innovations and Enhancements Program

- Product training: Engineering, interior, exterior and iDrive technology updates; features and benefits

BMW 7 Series Launch Program

- Regional in-market product training. Initial intro to iDrive technology instruction; using interactive simulators

Education, Training and Business Tools

- B.A. Business Administration & Marketing, Ashland University
- Dale Carnegie, Chicago, IL - Communications Course Training, Course Coach: Adult and Teen
- Bob Pike Training Group Minneapolis, MN - Train the Trainer Bootcamp
- Second City, Chicago, IL - Improv Skills
- Annoyance Theatre, Chicago, IL - Improv Program
- Act One Studio, Chicago, IL - On Camera, Ear Prompter, Teleprompter, Acting -Skills Training

**FREELANCE CONTRACTOR, NATIONALLY
PRESENTER, VIDEO SPOKESPERSON & VOICE OVER**

- Live event and video presentations and training for companies in various industries.
- Delivers scripted presentations with proficient use of teleprompter and ear prompter.