

JOSEPH M. HENMUELLER

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Career Objective

Placement as a long-term executive, director or manager, where I can leverage my leadership skills, extensive network and industry experience advantageously in helping an organization achieve its blue sky objectives.

Relevant Experience

AUTOMOTIVE MAINTENANCE AND REPAIR ASSOCIATION MOTORIST ASSURANCE PROGRAM

President and Chief Operating Officer 2014-2016
Director of Administration 2012-2014

A nearly twenty-year-old trade association, AMRA/MAP stagnated in terms of awareness, growth and providing value to its members.

I began remediation by reinvigorating all processes, goals and actions of the association's member-facing Technical Committee. Successes at this level include reestablishing AMRA/MAP as a mission-centric, viable industry association with real and perceived value.

Under my leadership, AMRA/MAP became a model for other associations. By investing in new relationships with its members and vendors; through reimagining, reorganizing and raising the public profile of AMRA/MAP, membership grew exponentially. By improving staff, accounting practices, recordkeeping and all facets of business processes, the association has increased its brand awareness and is again focusing efforts on its mission and toward increasing the value of member services and programs.

- Double participation in membership and committee meetings
- Double participating member shops in four years' time
- Increase annual revenues and net assets of association
- Integrate Canadian members into a single, North American association.
- Increase visibility in consumer, industry, and regulatory sectors.
- Implement online database access of association's industry standards
- Launch e-commerce for new membership and event registration
- Reimage the association, updating and enhancing global visibility.
- Establish robust social media presence across multiple platforms
- Expand online content for MAP's consumer outreach initiatives
- Refocus expo image, promoting AMRA's mission and programs.

Summary

Creative executive offering excellent communication skills and an extensive technical background. Unique blend of association, regulatory, corporate and retail automotive service experience; providing balanced, insightful and efficient attainment of goals.

Public relations, technical writing and copywriting skills; highly effective in both marketing and merchandising.

Well-known, involved and respected in the automotive aftermarket, related industries and regulatory communities.

Memberships

- **Tire Industry Association (TIA)**
– Board of Directors
- **California Bureau of Automotive Repair (BAR)** – Advisory Board
- **California Automotive Business Coalition (CalABC)** – Board of Directors
- **Southern Illinois University (SIU-C)**
– Automotive Advisory Board
- **College of Lake County, IL**
– Automotive Advisory Board
- **Automotive Maintenance and Repair Association (AMRA/MAP)**
– AMRA Board of Directors 2006-2012
– AMRA Executive Committee
– MAP Technical Committee Co-Chair
- **Automotive Aftermarket Industry Association (AAIA)** --- Car Care Professional Network (CCPN)
– Board of Directors 2006-2008
- **Automotive UnderCar Trade Org. (AUTO)** – Board of Directors 2005-2010
- **Society of Automotive Engineers (SAE)** - Brake Fluids Committee
- **Society of Consumer Affairs Professionals (SOCAP)**
- **North American Consumer Protection Investigators (NACPI)**
- **National Association of Consumer Agency Administrators (NACAA)**

Education

- **Northwood University (A.A.P.)**
- **DePaul University**
- **Colorado State University**
– National Center for Vehicle Emission Control and Safety

Relevant Experience

MIDAS INTERNATIONAL CORPORATION

Manager, Operations and Compliance

2008-2012

OSHA and EPA compliance officer for corporate-owned shops. OSHA and EPA advisor for franchisees. Develop safety manual for corporate-owned shops. Develop SDS solution for all shops. Develop 3rd-party, on-line safety training for all shops. Oversee compliance concerns for all POS forms, print and media advertising, website content and training modules.

New Franchisee trainer for safety and regulatory concerns. Webinar trainer and technical instructor for corporate fleet program. Author bulletins for regulatory, product, merchandising, training and technical topics.

Technical content copywriter for company website, promotional materials, various print communication initiatives. Technical advisor for print and media marketing; regulatory advisor for legal department. Industry and regulator liaison. Trainer for all operational and compliance topics.

Equipment Coordinator

2009-2012

Purchase all equipment and supplies for company-owned shops. Negotiate pricing with vendors, establish national accounts. Advise franchise development, construction department and franchisees of shop equipment requirements. Facilitate maintenance, repair and replacement of equipment, supplies and tools for 200 corporate-owned shops. Develop safety equipment program for all shops. Develop equipment inventory, maintenance, repair and ordering process for corporate -owned shops.

Operations Support Liaison/Governmental Affairs

2003-2008

Communicate operational standards and governmental regulations to internal departments, field staff and franchisees. Provide leadership role for business support and consumer relations groups. Edit and advise technical and governmental aspects of internal and external web content, printed communications and training materials. Develop communication materials for internal and external customers. Corporate liaison to automotive aftermarket industry associations, state regulatory agencies and consumer advocacy groups.

Catalog Writer

2001-2003

Update and maintain e-catalogs for over thirty product lines. Obtain and transform data into uniform user-friendly formats for multiple POS systems. Provide catalog and technical phone support for international retail and wholesale customers. Provide support for corporate customer service, consumer relations, merchandising and marketing departments. Manage production and development of printed catalogs; including content, design, press-proofs and maintaining corporate color and brand standards. Develop parts category, quick-lookup tool for training new employees.

Technical writer for all corporate publications. Copywriter and proof reader for marketing and merchandising materials. Edit and proof technical drawings and illustrations. Liaise between catalog, merchandising and engineering departments.