



EXECUTIVE POSITIONING · MAY 2026 EDITION


DAVID *SPISAK*

The only operator, builder, and advisor in retail automotive who can claim all three. A proven practitioner with a track record no consultant, commentator, or competitor in the industry can match.

OPERATOR BUILDER ADVISOR STRATEGIST

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DAVIDSPISAK.COM

Two green teardrop shapes pointing downwards, positioned above the section header.

THE SINGLE TRUTH THAT DEFINES THIS DOCUMENT

One person in retail automotive has been a *private-capital dealer*, an *executive in a publicly traded dealer group*, a *technology creator with multiple exits*, and a *trusted advisor to the industry's top innovators*.

That person is David Spisak.

The rest of this presentation explains what that combination produced, why no one else in the industry has it, and what it makes possible for the partners and organizations he chooses to work with.

THREE CLAIMS NO ONE ELSE CAN MAKE

A career built on results *no one else has matched.*

Each of these alone would distinguish a career. David is the only person in retail automotive who can claim all three — in sequence, with documented results.

01

Most Profitable Dealership in the History of Retail Automotive

Led a single-point store to \$29.5M in net profit on 3.9 acres — the highest recorded net-profit performance in U.S. dealership history. The benchmark every operator measures against.

OPERATOR · THE RECORD

02

The Most Dominant Reporting & Analytics Platform Ever Built in Retail Auto

Created ReverseRisk / Axxessa — used and relied upon by more dealers than any competing platform by a 10× margin. Acquired by Reynolds & Reynolds. Second platform exit followed in 2018.

BUILDER · THE STANDARD

03

The Only Person Who Has Done All Four Roles in Retail Auto

Private-capital dealer. Publicly-traded executive (AutoNation, 8 years). Technology creator with multiple exits. Senior advisor to the top tech founders shaping the industry today.

ALL FOUR · NO EQUIVALENT

CAREER-DEFINING NUMBERS

The numbers that built *the reputation.*

Every number below is documented, single-store or career-attributable, and unmatched at the time it was set. Several remain unmatched today.

<p>\$29.5M</p> <p>NET PROFIT · SINGLE POINT</p> <p>U.S. record. Smythe European, Mercedes-Benz. On 3.9 acres of land.</p>	<p>\$2.4M_{/mo}</p> <p>FIXED OPS GROSS PROFIT</p> <p>#1 in the United States. Sustained monthly.</p>	<p>60%+</p> <p>NET-TO-GROSS RATIO</p> <p>#1 in the U.S. at reported peak.</p>	<p><3%</p> <p>ANNUAL EMPLOYEE TURNOVER</p> <p>Sustained across multiple years. Industry-leading retention.</p>
<p>1st</p> <p>STORE TO AVG \$1M/MO NET</p> <p>And the first to average \$2M/mo. Both U.S. firsts.</p>	<p>100%</p> <p>NEW-CAR AD SPEND ELIMINATED</p> <p>Still achieved higher YOY sales growth and #1 net profit in the industry.</p>	<p>2×</p> <p>TECHNOLOGY EXITS</p> <p>ReverseRisk/Accessa to Reynolds & Reynolds (2016). Second exit, 2018.</p>	<p>4.7M</p> <p>YTD LINKEDIN IMPRESSIONS</p> <p>Jan–Jun 2026. +162% YoY. Reached 1.2M+ unique members.</p>

CAREER ARC

Four chapters. *One operator.*

Most industry voices have lived inside one of these arcs. David has lived inside all four, in sequence — which is what gives every claim in this document its weight.



CHAPTER 01 · 25+ YEARS

Record-Breaking Dealer Operator

Led **Smythe European (Mercedes-Benz)** to \$29.5M in net profit. First to \$1M, then \$2M average monthly net. #1 net-to-gross in U.S. Eliminated all new-car ad spend in 1993. Consistently <3% associate turnover.



CHAPTER 02 · 8 YEARS

AutoNation Regional Executive

Assigned the **lowest-performing region** in the U.S. Top 3 within 18 months. Awarded top market the following year. Managed \$2.4M/mo marketing spend. Managed and completed the first vendor consolidation program.



CHAPTER 03 · 15+ YEARS

Platform Founder · 2 Exits

Built **ReverseRisk / Axcessa** — the first big-data platform in retail automotive and #1 reporting solution for 15+ consecutive years. Sold to Reynolds & Reynolds, 2016. Second platform exit, 2018.



CHAPTER 04 · ACTIVE

Advisor · Host · Industry Voice

CEO of **Disruptive Growth Solutions**. Senior advisor to top tech CEOs and dealer principals. Host of The David Spisak Show, a top-5% global podcast. Industry's leading thought leader on LinkedIn and only executive level advisor to both dealers and tech innovators.

CHAPTER 01 · THE OPERATOR RECORD

The dealership *that broke every record* still on the books.

At Smythe European, David didn't just outperform peers — he reset what was possible at a single point. The numbers below aren't market-average benchmarks. They are **U.S. records, several still unmatched.**

- i* **\$29.5M net profit** on 3.9 acres — most profitable single-point dealership in U.S. history
- ii* First U.S. store to average **\$1M monthly net** and \$2M monthly net
- iii* **\$2.4M/month in Fixed Ops gross profit** — #1 in the U.S.
- iv* **60%+ net-to-gross** — #1 in the country at reported peak
- v* Top 5 Mercedes-Benz, **#1 Volvo**, Top 5 CPO, Top 3 F&I gross profit
- vi* **Under 3% annual turnover** — sustained year over year
- vii* **Zero new-car ad spend** from 1993 through sale to AutoNation in 2000
- viii* No other individual has matched this combination of performance, consistency, and longevity

CHAPTER 02 · INSIDE THE PUBLIC GROUP

Eight years at AutoNation. *One region rebuilt.*

David is one of the very few operators who can speak with authority about **both private dealership economics and the realities of running inside a public group**. He pioneered the first vendor consolidation program at AutoNation and consistently delivered the country's lowest employee turnover in his region.

#1

WORST U.S. REGION
INHERITED · 2000

Top 3

IN UNDER 18 MONTHS
AT AUTONATION

#1

TOP PERFORMING
MARKET · YEAR 2\$2.4M_{/mo}MARKETING SPEND
MANAGED

CHAPTER 03 · THE TECHNOLOGY CREATOR

The most dominant analytics platform *retail auto has ever seen.*

Before "data" was a buzzword in dealership operations, David built the platforms that defined the category. Used by more dealers than any competing reporting solution by a 10× margin — and the foundation he still builds on today.

ACQUIRED 2016

Reverse*Risk*

The first big-data solution in retail automotive. Pioneered the reporting and accountability framework dealers still rely on today.

SOLD TO REYNOLDS & REYNOLDS

ACQUIRED 2016

axcessa

Established partnership with **NCM, the industry's premier authority on peer collaboration and operational benchmarking**, to sell ReverseRisk to its members under the name *axcessa* — helping to create the most dominant reporting solution for 15+ years.

ACTIONABLE INTELLIGENCE®

ACTIVE · DGS

Net*Prophet*

The most advanced dealership benchmark platform — built on NCM's industry-leading and most respected benchmark data, allowing dealers to drive unprecedented accountability and performance improvement.

DISCOVER DEALERSHIP POTENTIAL

Smart*Dealer*

The industry's first and only advanced insight solution.

SOAR

 Lead-to-sale conversion intelligence platform.

2× *Exits*

A track record no operator-founder in retail auto has matched.



CHAPTER 04 · THE PLATFORM TODAY

An audience of *decision-makers* — not only impressions.

David's voice today reaches the people who actually move the industry: **dealer principals, GMs, OEM executives, PE leaders, and the tech founders building what dealers buy.** Mass media sells reach; this platform delivers influence density.

23.9K +10% / 5mo
LINKEDIN FOLLOWERS

Top 5%
GLOBAL PODCAST RANKING

4.7M
YTD IMPRESSIONS · +162%

~100
DEALER 20 GROUPS ADDRESSED

1.2M
UNIQUE MEMBERS REACHED

100+
U.S. & INTERNATIONAL KEYNOTES

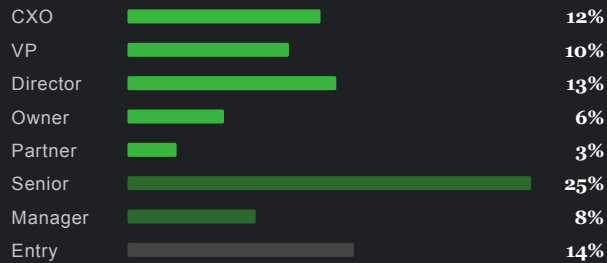
WHO'S ACTUALLY WATCHING · LINKEDIN AUDIT · JAN-JUN 2026

Influence density — *quantified.*

A LinkedIn audience is meaningless without composition. Below is the verified breakdown of who actually consumes this platform — measured directly from David's LinkedIn analytics from January 1 through May 31, 2026.

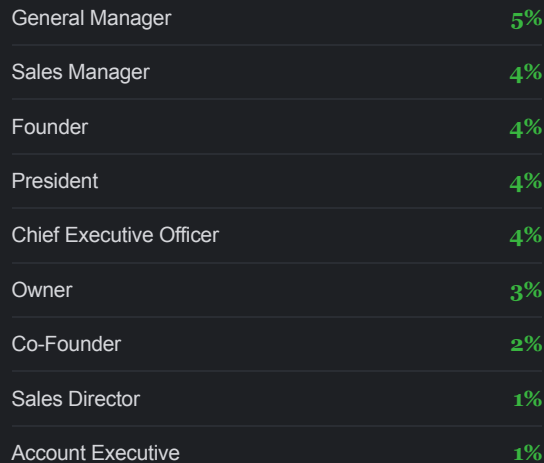
AUDIENCE BY SENIORITY

69% of David's audience holds **Director-level or above** roles.



TOP JOB TITLES

The people David's content reaches every week — operators, founders, and capital allocators with budget authority.



LINKEDIN REACH ENGINE · MAY 2026

155,642 Weekly Profile Appearances — appears on-screen across the platform in one week.

3,985

Profile Views · ▲ 21% click-through velocity

399

Weekly Search Appearances

Delivers numbers like a media publisher — but it's algorithm-driven distribution, not search-dependent, because of David's reputation and history of results in the industry.

ENGAGEMENT & INTENT QUALITY

6,517

TOTAL ENGAGEMENTS

1,380

SUBSTANTIVE COMMENTS

93

CALENDLY CLICKS FROM PROFILE

269K

TOP SINGLE POST · IMPRESSIONS

THE MULTIDISCIPLINARY EDGE

He sees what single-domain experts *cannot*.

What separates David from every consultant, analyst, and operator currently working in retail automotive is not depth in any one domain — it is the combination he commands simultaneously. Every recommendation he makes is informed by the discipline next to it.

*i.***EXECUTIVE OPERATIONAL EXPERTISE**

Lived inside the dealership at every level — single-point GM, multi-rooftop executive.

*ii.***ADVANCED DEALERSHIP ANALYTICS**

Architected the data systems thousands of dealers still rely on.

*iii.***TECHNOLOGY ARCHITECTURE**

Created and exited two platforms. Speaks the language of builders and CTOs.

*iv.***AI STRATEGY & IMPLEMENTATION**

Operator's lens on AI — what moves the P&L vs. what's expensive noise.

*v.***MARKETING INTELLIGENCE**

Eliminated all new-car ad spend in 1993 and still achieved 5× growth on new car sales — culminating in net profit 20× greater than the average MB dealership.

*vi.***PROCESS ENGINEERING**

Departmental cadence systems used to sustain <3% turnover for years.

*vii.***FINANCIAL OPTIMIZATION**

Engineered the highest net-to-gross ratio recorded in the U.S.

*viii.***LEADERSHIP & CULTURE**

Built teams that stayed for decades — the foundation behind every result.

PROVEN IMPACT STRATEGIES

Where engagements *actually* move the P&L.

These are not theoretical frameworks. They are the operational levers David has pulled, taught, and codified into systems — each tied to measurable lift inside dealerships and dealer groups he advises today.

*i***USED VEHICLE OPERATIONS**

Created proven strategies that ensure acquisition discipline, velocity-based inventory, VDP domination, and eliminating auction dependence.

*ii***FIXED OPS PERFORMANCE**

Technician utilization, MPI upsell strategy, advisor coaching, effective labor rate.

*iii***DYNAMIC DESKING**

The most effective method to maximize gross from every new and used unit.

*iv***ACTIVE INVENTORY MANAGEMENT**

Increasing dealership net profit in five-minute decision cycles.

*v***APPRAISAL BOOST**

The fastest path to more sales now — and the end of auction dependence.

*vi***TECH STACK ANALYSIS**

ROI and utilization audit of dealership technology investment.

*vii***AI-ENABLED MARKETING**

What moves the needle vs. expensive noise — from a builder who has seen both sides.

*viii***CULTURE & LEADERSHIP**

The retention engineering behind every other number on this page.

VALIDATION FROM THE INDUSTRY'S TOP OPERATORS

Who the industry's *highest performers* work with.

The strongest indicator of credibility in retail automotive is not what someone says about themselves — it is who chooses to work with them. David has served as senior advisor, investor, board member, or trusted partner to the names below.

ADVISOR TO INDUSTRY-LEADING FOUNDERS & CEOS

Alex Vetter · Cars Commerce

Jay Vijayan · Tekion

Brian Kramer · AccuTrade

Diana Lee · Constellation

Alan Haig · Haig Partners

...and many of the most important names · across dealer tech & M&A

TRUSTED PARTNER TO INDUSTRY ASSOCIATIONS

California New Car Dealers Assoc.

AutoVate

Automotive Ventures

The Presidio Group

ASOTU Community

Fixed Ops Roundtable

NCM Associates

"Investor, Board Member, Advisor — to many of the industry's leading dealers and companies."

WHAT THIS MEANS FOR YOU

Three ways serious organizations *engage with David.*

Each option is built around the same underlying value: strategic credibility transfer from one of the most respected operators retail automotive has produced.

OPTION 01

Advise the Operation

For dealer principals, executive teams, and dealer groups: direct engagement with David and DGS on the operational, financial, and technology questions actually moving the P&L. Used-vehicle, fixed-ops, AI, profitability, leadership, and tech-stack ROI.

DEALERS · GROUPS · OEMS

OPTION 02

Partner the Platform

For technology companies and solution providers: sponsorship, integrated content, and solution amplification on a podcast and LinkedIn channel whose audience is concentrated in the exact decision-makers controlling vendor selection, capital, and strategy.

TECH · PE · CROSS-INDUSTRY

OPTION 03

Headline the Event

For OEMs, dealer associations, and conference organizers: a keynote, fireside, or executive session from a proven practitioner whose presence on stage immediately elevates the room's perception of the event itself.

KEYNOTE · FIRESIDE · CLOSED-DOOR

THE BOTTOM LINE

Partnering with David Spisak is *not* buying impressions, sponsorship, or media.

Not Impressions. **Influence.** A more curated audience that is exponentially more valuable per viewer because they are decision-makers.

Not Sponsorship. **Access.** A seat alongside an operator the industry already listens to.

Not Reach. **Influence density.** Decision-makers, capital allocators, and OEM executives.

Not Exposure. **Credibility.** Endorsement from a proven practitioner and a highly respected authority dealers trust.

Not Theory. **Operational truth.** Every claim backed by a real number from a real store.

Not Visibility. **Results.** A career measured in U.S. records and successful exits.

IN ONE SENTENCE

Engaging David Spisak is buying access to *influence at the highest levels of retail automotive decision-making* — from the only person in the industry who has been an operator, an executive, a builder, and an advisor, all at the top of each.

BEGIN THE CONVERSATION

Let's discuss *what becomes possible* together.

Every meaningful engagement starts with a direct conversation. Reach out below to explore advisory, partnership, podcast, keynote, or strategic opportunities with David and Disruptive Growth Solutions.

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[BOOK AN INTRODUCTORY CALL →](#)