

Kevin Davidson – Curriculum Vitae



BMW Executive/Director Roles – Sept 2005 to March 2023

Managing Director, BMW Group Ireland – Jan 2020 - March 2023

Dublin, Ireland. Director responsible for BMW Group Ireland performance within Ireland. Supply of cars and parts to retailers. Achievement of annual performance targets for the market; Sales & Parts performance; Cost Structures and Targets; Market & Retailer Profitability; Corporate Governance of BMW Group Ireland; Corporate Communications to Irish Market via media.

Led team through pandemic and focused on reducing BMW Group Irelands cost structures by £2m and increasing the profitability from £2.5m to £42m. Led Premium Segment for first time since 2008. Sat on SIMI NEC representing BMW Group. (Industry body for Automotive).

Retailer Development Director - Dec 2012 to Dec 2020

Farnborough, Hampshire, United Kingdom. Responsible for Network Development, Network Performance, BMW Group Academy, Modern Retailing and The Customer Experience team.

Key highlights include Launching: NSP (2017), Online Sales (2016), Voice of the Customer (2013), Retail Review Board (2012) & BMW Product Genius Launch (2011).

Restructured UK Retailer Network from 63 to 40 owners.

BMW GB Pension Fund Trustee Director - June 2010 to March 2023

I was a Trustee Director. One of two appointed by the company. Responsible for ensuring that our assets and liabilities are managed commercially and within the governance guidelines. Ensuring the members are represented to the highest level.

General Manager, Dealer Development - April 2010 to December 2012

Responsible for Franchising, Retail Systems, Facilities and Performance Management and Standards for the BMW and MINI Dealer networks.

Non-Executive Director - BMW Park Lane – September 2011 to April 2016

Undertook this role alongside my current role within BMW Group. Monthly Board meetings. Support other Park Lane Directors in their roles, offering advice & guidance.

Park Lane readied their premises for the London Olympics securing the sign off at Board Level in Munich and the build and design of the premises. Also launched the first BMWi showroom in the world at the time alongside BMW and MINI. As a partner of London 2012, BMW Park Lane was an important strategic venue for BMW Group.

General Manager, Used Car Operations & Group Internal Sales – April 2007 to Aug 2011

Implemented a new Used Car Strategy for BMW UK incorporating a major increase in Internal Sales volumes and a doubling of remarketing volume. Numerous facets of this strategy demonstrating considerable change management as follows; expansion of traditional physical auction to encompass virtual and electronic methods; change in dealer targeting and bonus processes to ensure buy-in to increased volumes; outsourcing of majority of fleet management to improve efficiencies and customer satisfaction; shift to online marketing away from traditional print and press advertising; fundamental change in corporate sales strategy where we now consider appropriate buy-back deals.



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Aftersales Director, BMW Group Canada – September 2005 to April 2007

Responsible for all Aftersales activities across BMW Group Canada including Parts Logistics and Distribution, Aftersales Marketing and Business Development and all facets of Service incorporating Technical, Quality, Communications, Warranty, Customer Service & Environmental Engineering Achieved stretch target of \$116M Parts Sales and \$57M Group Gross Profit making it a record year with over 10% growth in turnover and over 20% growth in profit. This was achieved at the same time as dealer profits grow by 30% to 2.3% overall.

Major new initiatives rolled out under my Leadership and Stewardship include the following; a new 180,000 square foot Parts Distribution Centre; creation of a completely integrated Customer Interaction Centre with BMW Financial Services; Customer Mobility Program; Fix it Right the First time Program; Fast Lane Program (Express Service); BMW Group Canada Collision Repair Network Program; Quality Information Centre Initiative. Awarded Number 1 positions in both JD Power Customer Satisfaction Survey for BMW Group Canada and Dealer Satisfaction Survey for Parts Logistics and Distribution.

BMW Senior Management/Junior Management Roles – Nov 1991 to Aug 2005

Aftersales Development Manager – March 2003 to Aug 2005

Responsible with team of 42 staff, for the delivery of BMW UK's key business targets in Parts, Accessories and Lifestyle products - amounting to a turnover of £275m and profit of £70m.

Manager, Centre for Development – March 2000 to March 2003

Merged previous technical & non-technical training departments into the BMW Centre for Development - the center of excellence for the BMW Dealer Network in the UK & employees of BMW GB. This merger was completed and overheads reduced by one third (£1m) through cost & work synergies, whilst man-days training increased by 66% during this period.

Regional Sales Manager - January 1998 to February 2000

During 1998 my region grew by 4% on new car registrations & 8% on used car volume. In 1999 new car registrations reached a record 8,714, another 6% growth. The regions profit grew by 14% in 1998, significantly higher than any other region. Dealer profit during 1999 grew by £600K achieving an average of 3.9% ROS.

Project Manager - September 1994 to December 1997

Created, launched, developed & managed the Assessment Centre Programme. Used by the BMW Dealer network 2,000+ prospective Managers and executives participated in the programme during this period, which was exclusive when developed within the Motor Industry. Led a team of some thirty consultants in assessing the potential and ability of the salespeople through a series of activities.

Contract Hire/Training Manager, BMW Finance - November 1991 to August 1994

Part of a small team in researching, creating and launching BMW Select to the Dealer network. In its first full year BMW Select helped sell in excess of 1200 BMW's. Part of my role at this time was appearing on BMW's first ever live satellite broadcast to the Dealer network 'Breakfast with BMW' in order to promote and provide information on BMW Select.



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Account Executive, Lloyds Bowmaker – Aug 1989 to Oct 1991

Finance sales in fifteen dealers in the Tayside area incl 3 Toyota, 4 VAG, 1 Saab, 1 MB & 2 BMW dealers. Whilst in charge of this region finance sales grew by over 25%.

Graduate Scheme – Bank of Scotland – Aug 1988 to Aug 1989

Joined the graduate scheme straight from University and successfully completed my first year professional Banking examinations.

Education

Pensions Management Institute - 2013

Queens University – 2006

Certificate in Leadership, Leadership and Management Development

University of Surrey – 2000 to 2002

MBA

University of Stirling – 1984 to 1988

BA (Hons) 2(1) Economic Policy

Wallace High School, Stirling – 1978 to 1984

5 A Levels, 8 O Levels

Memberships

Fellow of the Institute of Motor Industry (FIMI) UK

Personal

I live in Fleet, Hampshire with Donna. We have 3 children none of whom at home, Emily, Carla and Seer.

Interests include golf, gym, travel, walking, football, rugby and reading.

Contact

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