

Don Zimmer is an experienced Automotive Director of Fixed Operations with over forty years of experience. He has represented luxury branded Automobiles such as Ferrari, Lamborghini, Bentley and Rolls-Royce. Don has had the pleasure of designing spec Lamborghinis for clients on new car orders while also acting as a technical specialist between the dealer(s) and factory engineers.

After leaving the franchise Automotive arena, Don started his own Consulting firm specializing in assisting under-performing dealerships, bringing them back to profitability. Don spent six years as a Principal Consultant and Expert Trainer in new car dealerships across the U.S. and Canada. His goals were to improve the financial health and profitability of the dealership's operation, optimize their workflow through team building and most of all, instill a sense of urgency to the entire organization.

Most of Don's career has been spent in the auto industry, but the skills he has mastered are transferable to any organization. We are excited to have Don bring his knowledge of complex technical engineering, design, and company structure to our project.