

# Cathy Droz

(620) 570-6475 ▪ cathy@hercertified.com ▪ Phoenix, AZ ▪ www.hercertified.com

## MARKETING SALES AND SERVICE CONSULTANT ▪ Securing Women Consumers

*Driving significant sales growth and elevating customer service as the lady in the red high heels.*

A creative, visionary leader who is passionate about encouraging teams to focus on the female consumer in any business to increase their revenues, drive inclusivity, and optimize the customer experience. Consultative marketing strategist adept at communicating with employees and C-suite executives to deliver plans that work. Influential professional with a dynamic background who has test-driven over 700 vehicles for automotive manufacturers. Self-motivated speaker, author and consultant with keen business acumen and an entrepreneurial spirit, committed to helping companies, employees, and customers thrive. "How To Have Women Buy from You" ... she can show you how.

### AREAS OF EXPERTISE AND EXPERIENCE

**Keynote Speaking – Emcee  
Events for Women  
Social Media Strategy**

**501c3 Marketing  
Branding -Product Placement  
Media & Public Relations**

**Leadership Training  
Brand Ambassador  
Consultant**

*"I specialize in engaging women customers for your business." Cathy Droz*

### PROFESSIONAL EXPERIENCE

#### HER CERTIFIED

##### **Owner | Business Development Executive | Female Inclusion Specialist - Author**

2014 – Present

Consult with companies primarily in the automotive industry and utilize the H.E.R. certification program based on a self-written book focused on educating teams in the automotive industry on what women want in an auto-buying experience. Facilitate all activities from initial meeting and business assessment through training, data analytics reporting, and follow-up. Overhaul the customer experience for women to build more inclusive, welcoming environments and deliver unprecedented growth for the target audience to help organizations reach new performance levels.

- Increased sales to women by 20%, which equated to an average of 5 more sales per month for HER dealerships
- Created an in-dealership studio display to target women and foster trust, which resulted in a 20% sales increase
- Delivered presentations both on-site and online to determine eligibility for H.E.R. Certification for Fortune 100 brands
- Certified various dealerships that are owned by Berkshire Hathaway and generate multi-million-dollar sales metrics
- Drove cultural shifts that led to more female hires at the dealerships and a shift in attitudes across the workforce
- Improved CSI scores by 30% at every dealership by championing changes about what women want
- Not just automotive – Financial Services – Real Estate – Entrepreneurs and Male Dominated Industries

#### THE WOMEN 360

##### **Co-Founder**

2019 – Present

Lead an organization with co-founder Nancy Meek to assist women in making professional connections, participating in learning opportunities, and preparing to reinvent themselves in the workplace. Plan high-impact events, organize bi-monthly classes, secure speakers, and remain active on social media to establish an engaged community of new and seasoned entrepreneurs.

- Started the group with a Facebook private membership and secured 3,000 members in 11 months
- Organized the first event with 300 attendees at a helicopter hangar with high-profile keynote speakers
- Selected a nonprofit organization to receive a percentage of the revenues generated at each event
- Attracted businesses sponsors who understood that women are both decision-makers and a key target audience
- Designed and launched mastermind classes, videos, lunch and learns, and virtual happy hour networking sessions
- Created Driven Women Events for Businesses wanting to have women buy from them

## DROZ MARKETING AND PRODUCTIONS – TWO FOR THE ROAD LLC

### President | Founder

1999 – Present

Launched and led a marketing agency to drive sales and customer service delivery. Directed all operational functions, including client relationship management, strategic planning, and multi-channel campaign development. Innovated and implemented creative marketing plans and initiatives to optimize brand awareness, boost engagement, and inspire consumers to take action.

- Built a diverse clientele that spanned the automotive, restaurant, professional sports, and nonprofit industries
- Wrote and produced over 200 TV commercials, as well as radio, print, digital, and social media content
- Created the first full-service Hispanic Department within a dealer group for Nissan, increasing Latino purchases by 25%
- Secured a dealership point from a manufacturer, which was valued at millions of dollars for the client
- Established “Fast Lane Car Buying” to expedite auto sales from 6 hours to 1.5 hours, enhancing speed and service
- Directed advertising, marketing, event planning, and media for a six-dealership group owned by Berkshire Hathaway
- Rebranded one company with new taglines, engaging videos, and an overhauled website to increase competitiveness, which resulted in top-line growth and eventual sale to Rubbermaid, a subsidiary of a Fortune 500 company

---

## COMMUNITY LEADERSHIP -BOARDS – ASSOCIATIONS

### SILENT WITNESS ▪ **President** ▪ non-profit

- Selected as first woman president in the 36-year history to support Arizona police department initiatives
- Developed creative marketing plans to raise funds for anonymous tips
- Led an 85% male board to establish fundraising and perform as a for-profit business
- Increased funds by over 35% through strategic public relations plans, celebrity golf tournaments, and events

### PHOENIX AUTOMOTIVE PRESS ASSOCIATION ▪ **President** ▪ Non-profit

- Organized and led monthly meetings with industry guest speakers to educate and inform the AZ auto journalists
- Lobbied manufacturer OEMs effectively to increase fleet sizes and boost advertising dollars
- Established a website, a blog, and non-profit status, and worked persistently to bring more women on the board

### HUGHES PERFORMANCE RACING EQUIPMENT ▪ **Board of Directors**

- Organized and attended quarterly meetings to scale and balance online orders with a focus on cost control
- Spearheaded marketing activities and strategic planning for a family-owned business to preserve their legacy

### ARIZONA FOUNDATION FOR WOMEN ▪ **Mentor, SHELEADS** ▪ Non-profit

- Collaborate with other female community leaders to mentor and guide vetted women seeking professional guidance
- Worked with individuals at a national organization through in-person and online communication
- Increased production by 10% during 2020 and grew new sales by 15%

---

## NOTABLE ACHIEVEMENTS & AWARDS

**Author** ▪ “A Woman’s Guide to Buying a Car with Confidence and Street Smarts... Don’t Let These High Heels Fool You”

NEW YORK AUTO MUSEUM – **Board of Advisors** – 2022-2023

WORLDWIDE WHO’S WHO ▪ Executive **Entrepreneur Lifetime Member**

NATIONAL BANK OF ARIZONA & THE PHOENIX SUNS ▪ Amazing **Woman Award** ▪

PHOENIX BUSINESS JOURNAL ▪ Outstanding **Woman in Business** ▪