



Gerald Marks (Jerry)

Experience

August 2022– Present

Lecturer I • University of Tampa

Lecturer teaching Introduction to Business Statistics.

January 2021– Present

Consultant • CarParts.com/Revival Parts, LLC

For CarParts.com, write quarterly earnings script. Advise senior management on strategic financial issues and acquisitions. Co-Spearhead Do-It-For-Me (DIFM) Pilot Program and other new strategic projects.

For Revival Parts, LLC, continue to provide strategic guidance and mentoring on Business Analytics and Project Management.

February 2016– August 2022

Director of Business Analytics and Project Management • Revival Parts, LLC

Project lead on all major technology initiatives including the migration of company's ERP systems into Oracle NetSuite and front-end migration to Magento 2. Relentless focus on critical metrics, systems and processes to drive behavior improvements throughout the organization to reduce out of stocks and improve return on investment.

April 2014–February 2016


Financial Analyst • FedEx Cross Border

Developed reporting databases to identify cost variances and optimize solution performance. Spearheaded migration to Oracle Essbase Hyperion Suite. Managed customer service team as company transitioned its headquarters from Connecticut to Florida.

December 2007–March 2014

Director of Strategy • CarParts.com





Created and ran the international business. Spearheaded the data collection, algorithm and analysis of the company's service repair initiative to provide greater transparency in the U.S. market for auto repair shop information. Created pricing model for the company's wholesale division.

January 2005–December 2007

Founder/Managing Member • Efficient Insights

Provided industry and investment analysis of U.S. Auto Retail Sector through a website and daily e-newsletter.

November 1998–January 2005

Analyst • Raymond James & Associates

First analyst at a major brokerage firm to provide investment research on the publicly traded car dealerships and automotive aftermarket retailers (auto retail sector.) Named in the Wall Street Journal "Best on the Street" 2004 Analyst Survey for investment research in Specialty Retail Stocks.

December 1996–November 1998

Equity Research Associate • Mesirow Financial

Internship/part time job that led to full time employment. Developed earnings forecast and wrote and published investment research on retail and manufacturing related companies.

Education

University of South Florida, Tampa, Florida

December 2020

Weekend Executive MS in Business Analytics and Information Systems

Northern Illinois University

May 1998

Bachelor of Science in Finance

