

JORDAN HETTINGA

AUTOMOTIVE EXECUTIVE, TECHNICIAN, AND ENTHUSIAST

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Performance-driven automotive executive offering a unique and valuable blend of business acumen and technical knowledge. Leads by example with a tenacious commitment to driving operational excellence, increased profits, and market-share growth. Proven ability to quickly analyze key business drivers and develop the strategies needed to gain a competitive edge. Skilled at creating successful outcomes in complex situations and the most difficult of market conditions. Consistent record of promotions due to outstanding output. Thrives in fast-paced, ever-changing environments while growing high performance teams.

AREAS OF EXPERTISE

Growing Revenue & Profit | Branding & Positioning | Business Planning | Budgets/P&L | eComm Strategy, Marketing & Advertising Partnerships/Business Development | Data Integrity | Team Leadership & Development | Business Planning | Change Management

CORPORATE EXPERIENCE

HKWTrucks.com | Gardena, CA

02/2025 - Present

Founder (02/2025 – Present)

HKWTrucks.com is the premier destination for all Power Wagon Restomod parts needs. Tapping into our network of distributors and suppliers combined with our knowledge from building multiple Power Wagons allows us to assist vehicle builds of all types.

Key Areas of Focus: product design and sourcing, custom vehicle parts packages, vehicle project planning and coordination, custom vehicle builds

Independent Consultant

10/2024 - Present

Founder (10/2024 – Present)

Launched a consulting company focusing on the automotive industry. Current projects include B2B e-commerce for a parts manufacturer as well as product strategy and go-to-market planning for a diagnostic hardware company.

Key Areas of Focus: e-commerce re-platforming, product data standardization, marketplace operations, organization reviews, competitive/market analysis, product launch planning.



4 Wheel Parts/Wheel Pros/Hoonigan | Compton, CA

7/2020 – 10/2024

VP, MERCHANDISING (06/23-10/24); **DIRECTOR, B2B DIGITAL** (8/22-6/23); **DIRECTOR, CATEGORY MANAGEMENT** (7/2020-8/22)

Previously responsible for building out the first Merchandising team across Hoonigan D2C channels. Evolved former category management team to a group of 15 handling merchandising operations, product data management, analytics, promotions planning and category managers. Leading category organization pivot from warehousing to WD sourcing and ongoing supplier relationship management.

Initially joined 4WP during a significant reorganization, building a new category management team while focused on change management both internally and externally. Backfilled multiple roles leading a team of 9 while instituting core functions to enable sales across ecommerce, wholesale, and retail channels. Developed all new processes for assortment management, vendor negotiations and go to market strategy.

Key Areas of Focus: P&L responsibility for merchandising across all D2C channels; category management including house brand product planning; new product development and launches; third party vendor management; data operations, structures and integrity; assortment planning and inventory management; market and data research; merchandising including promotions and marketing.

Achievements:

- Managed transition internally and externally from distribution to sourcing for 4WP. Built new supplier relationships, navigated moving out of stocking, wound down stocking operations, developed new processes for distributor data and transactions, and led team through continuous change to the business.
- Led the development of all new data processes including daily pricing updates, weekly delta reporting, and audits taking data from 5 distributors and 10+ direct brands. Managed addition of over 100 line codes to the 4WP catalog including more than 500K new SKUs loaded to the ERP within 24 months.
- Kicked off and led ongoing project to replatform Dealerline from Salesforce to Magento, including customer and employee market research, competitor benchmarking, data and technical analysis, scoping and testing



eBay, Inc. | Motors Parts & Accessories (P&A) | San Jose, CA **7/2016 – 1/2020**
SR. DIRECTOR/GENERAL MANAGER, P&A (9/2018 – 1/2020); **DIRECTOR, P&A;** (9/2017 – 9/2018); **SR. MANAGER** (7/2016 – 9/2017)

Received multiple promotions to roles with increasing responsibility, expanding from category management to vertical lead for multibillion-dollar division spanning automotive, marine, aviation, motorcycle, and powersports verticals. Led a team of 14 while developing and driving strategies in marketing/customer acquisition as well as inventory and category growth initiatives.

Key Areas of Focus: customer acquisition; segmentation; user-experience and engagement; site merchandising; category management; market and data research; customer relationship management; price elasticity analysis, new business development

Achievements:

- Launched a business unit-led grassroots customer connection campaign, including eBay presence at 30+ events, that engaged 50K+ buyers and culminated in SEMA with 10K customer touchpoints.



Snap-on Business Solutions (SBS) | Carson, CA & Shanghai, China **5/2009 – 7/2016**
SR. DIR., OEM BUSINESS DEVELOPMENT, AMER/APAC (1/14-7/16); **DIR., OEM ACCOUNTS, ASIA** (12/10 – 12/13); **ACCT MGR.** (5/09 – 12/10)

Promoted through a series of roles culminating in managing a team of 11 local and remote account managers with \$200M of revenue oversight. Partnered with OEM stakeholders on the design of innovative solutions, including special OEM tools, dealer equipment, diagnostic solutions, electronic parts cataloging (EPC), and OEM network management software solutions.

Key Areas of Focus: product development; strategic planning; consultative sales; new/existing account growth; customer service; logistics



eVox Productions, LLC | Rancho Dominguez, CA **1/2008 – 5/2009**
DIRECTOR SALES AND MARKETING (7/08 – 5/09); **ACCOUNT DIRECTOR** (1/08 – 7/08)

Worked in sales and took over all marketing initiatives for the Automotive Image Library (AIL) division. Represented eVox throughout the automotive marketing industry, including OEMs and dealerships to increase brand awareness and generating new opportunities.

Key Areas of Focus: new business development; branding and positioning; strategic sales; customer relationship management; marketing and advertising campaigns; sales team leadership



J.D. Power and Associates | Orange, CA **8/2005 – 1/2008**
ACCT. MANAGER (10/07 – 1/08); **ACCT. SUPERVISOR** (4/07 – 10/07); **ACCT. SPECIALIST** (4/06 – 04/07); **ACCT. ASSOCIATE** (8/05-4/06)

Recognized as top talent through a series of promotions, primarily managing and consulting for 2 automotive OEMs. Co-owned \$8M in annual sales. Performed analysis and incorporated industry experience to develop and present findings and recommendations to OEMs

Key Areas of Focus: customer relationship management; operational excellence; market industry and analysis; strategic planning; business solutions; continuous improvement plans; customer satisfaction; employee retention

AUTOMOTIVE & REPAIR EXPERIENCE



AUTOMOTIVE TECHNICIAN & ENTHUSIAST **20+ years**

Extensive automotive diagnosis and repair background experience for a variety of makes and models with currently active ASE certifications:

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| • G1 Auto Maintenance and Light Repair | • C1 Service Advisor | • P2 Parts Specialist |
| • A1 Engine Repair | • A5 Suspensions and Steering | • A5 Brakes |
| | • A8 Engine Performance | |

EDUCATION

Master of Legal Studies with Business Law Certificate – University of Southern California, Gould School of Law

Master of Business Administration with Marketing emphasis — University of California, Irvine

Bachelor of Science in Statistics — University of California, Los Angeles