

Michael Wawrzyniak

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Professional Summary

Operations and sales leader with experience driving revenue growth, improving profitability, and building high-performing teams across dental and automotive businesses. Known for developing practical sales processes, strengthening collections performance, and aligning compensation structures to influence behavior and results. Brings a finance background, hands-on management experience, and a strong record of operational improvement.

Core Competencies

- Sales Leadership and Revenue Growth
- Operations Management
- Process Development and Training
- Collections and Profitability Improvement
- Compensation Strategy and Performance Management
- CRM and Dealership Software Platforms

Professional Experience

SW Dental Management | Owner/CEO | 11/2023-Present

- Provided analysis, sales training, and operational guidance for both single-office and multi-office dental practices.
- Worked across cash-pay and insurance-based models with a focus on increasing sales and collections.

Gems Scalpel | Inventor | 02/2023-07/2023

- Completed USPTO and EESR rebuttals supporting successful patient outcomes.

- Final U.S. utility patent obtained in 06/2025 and EESR patent obtained in 02/2025.

Abbey Dental/Bionic Smile | Head of Operations / Assistant GM | 02/2018-02/2023

- Created operational processes for the entire facility to improve consistency and performance.
- Helped drive final net profit to 39%.

Open Lot Used Cars | General Manager | 05/2017-10/2017

- Managed the disposal lot for a bank's repossessions.
- Oversaw inventory levels that reached more than 400 vehicles.

Henderson Nissan | Internet Director / Floor Manager / Closer | 01/2016-04/2017

- Set national records for PVR.
- Delivered exceptional gross performance ahead of major market shifts.

Sunset Imports Porsche Audi | Used Car Director | 04/2013-10/2015 and 08/2002-07/2006

- Led used-car operations for a high-end automotive dealership.
- Worked under Knute Qvale, an original importer of vehicles.

Audi Jacksonville | Sales Manager (CPO) | 10/2011-03/2013

Audi Coral Springs | CPO Manager | 2010

- Ranked 3rd in the United States for total CPO sales volume.
- Worked under Bruce Qvale.

Classic Audi | CPO Manager | 08/2006-08/2009

Education

B.B.A., Finance | Cleveland State University | June 1996

Skills

- Zoho, LeadSquared, and other dental CRM platforms
- Dealertrack, CUDL, R&R, CDK
- Eleads, VinSolutions, DealerSocket, VAuto
- Sales process design and training
- Analysis, strategy, marketing, and sales
- Intermediate Excel and PowerPoint