



**INSPIRING PEOPLE INTO FOCUSED
ACTION THAT CONNECTS THEM
WITH BRANDS AND IDEAS**

AREAS OF EXPERTISE

- **Dealership Training** (WBT, ILT and IMT) that evolves by behavior and supported by learning sustainment that “sticks”
- **Marketing Programs and Activations** that raise brand awareness, engage audiences and drive sales
- **Experiential Events** that resonate emotionally and foster deeper brand connections
- **Executive Speeches** with clear, inspirational messaging for National Dealer Meetings and other high-profile events
- **Marketing Communications** (B2C and B2B) that promote awareness, action, and advocacy across multiple channels

D. GLASE LOMOND

CREATIVE DIRECTOR / WRITER

SUMMARY

Passionate storyteller. Infinitely curious. Re-imagining everything.

For over 20 years, I've worked for world-class automotive brands on an extensive range of projects that authentically engage and empower audiences. I'm well-versed in Sales, Aftersales and Management operations, giving me a holistic understanding of the dealership environment. Be it training, marketing, activations or product elevation, chances are I've had a creative hand in it.

RECENT HIGHLIGHTS

Volvo Apprentice Technician Program (2025 to 2026)

A program to identify, train and place technicians within participating Volvo dealerships. Wrote Retailer and Apprentice guidebooks, marketing website copy, and candidate resources for the national technician pipeline initiative.

Mazda Brand Academy (2025)

Wrote multiple e-learning courses for Mazda Brand Academy, including advanced interpersonal communication skills and a multi-path customer simulation course for sales consultants.

GM Fleet Solutions Summit (2024 Nashville and 2025 Las Vegas)

Wrote on-site facilitator materials for the all-electric Chevy Silverado competitive comparison area. Was also responsible for on-site vehicle prop displays and off-boarding power demonstrations.

McIntosh Automotive (2020 – 2023)

Creative Director working with Senior Global Marketing team to develop events and communications for McIntosh luxury audio systems in the all-new Grand Wagoneer, including social media campaigns, auto show support, and dealership POS materials.

Hyundai Motor America, Online Sales Training (2017 – 2020)

Creative Director overseeing design and content for the full ecosystem of sales training on HyundaiSalesTraining.com, including full lineup of products and soft skills training. Worked closely with HMA to re-imagine the delivery of online sales training in 2019.



CONTACT

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"Thus, the task is not so much to see what no one has yet seen; but to think what nobody has yet thought, about that which everybody sees."

— Erwin Schrödinger, Nobel Prize winner

PREVIOUS HIGHLIGHTS

Toyota Motor Sales (2015 to 2019)

Wrote multiple sales consultant WBTs including 25 microlearning courses for core products (Camry, Corolla, RAV4 and Prius), STAR safety systems, delivery best practices, in-cabin technologies, 4WD essentials, and certification courses for Toyota Safety Sense and ToyotaCare.

Audi of America (2015 - 2016)

Creative Director and lead writer for a nationwide series of immersive 2-day skills assessments and certification events for Audi dealership Sales, Service, Parts, F&I, and Management personnel. Also wrote three WBTs to train sales consultants on the Audi A3 Sportback e-tron® including product overview, buyer profiles, driving experience, and ownership experience.

EXPERIENCE

Germanicus Productions, LLC (2006 – Current)

Proprietor, Long Beach, CA
Freelance Creative Director and writer partnering with top marketing companies to develop events, experiences and training content for clients including Audi, BMW, Chevrolet, eBay Motors, Hyundai, Kia, Lexus, Mazda, McIntosh Labs, Mitsubishi, Nissan, Pandora, Scion, Subaru, Toyota, Volkswagen, and Volvo.

TBA Global / Worldwide Headquarters (2006)

Creative Director, Woodland Hills CA
At TBA Global, I coordinated U.S. and international teams to develop strategic and creative solutions for companies including Pitney Bowes, Applied Materials, SIRVA, Arrowhead, and eBay.

Perception Communications (1999 – 2004)

Creative Director, La Mirada, CA
At Perception Communications (formerly Kogei America), I led multi-disciplinary creative teams to develop and create effective marketing and training programs for clients including American Isuzu, GMCT, Hyundai, Infiniti, and Nissan.

OTHER ACCOMPLISHMENTS & INTERESTS

Produced screenwriter with films released by Lionsgate, Saban Films, Polychrome/Warner Bros. and Entertainment One.

Web3 enthusiast and blockchain industry watcher with an emphasis on tokenization. Experienced with multiple protocols and Dapps.

REFERENCES

Available upon request