

# Pamela Oakes

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## Professional Experience

Automotive by George Inc. d/b/a DrivenEvidence – Tampa Bay area, FL

**SME Technical & Business Consultant**

*Period September 2012 - present*

**DrivenEvidence:** <http://www.DrivenEvidence.com>

***SME ADAS-automotive centric professional focusing on all-automotive content and sensor development.***

Location: United States/Canada

- Corroborated on the first ASE L4 (ADAS) exam; one of 12 SME selected to establish industry standards in ADAS certification; recognized as an ADAS SME by National Institute for Automotive Service Excellence (ASE)
- Developed the updated ASE A7 (HVAC) exam; one of 12 SME selected to establish industry standards in HVAC certification; recognized as an HVAC SME by National Institute for Automotive Service Excellence (ASE)
- Developed the updated ASE A1 (Engine Repair) exam; one of 12 SME selected to establish industry standards in engine repair certification; recognized as an Engine repair SME by National Institute for Automotive Service Excellence (ASE)
- Chosen as the senior manager/committee member for the National Science Foundation/National Council Autonomous Technology (NCAT) land-based, ADAS/V2V/V2x, and grant submission contributor (chart, budget and narrative for ADAS-land) for collegiate and aftermarket technician technical development
- Contributor on the Active Safety ADAS Sensor Calibration Task Force for the Society of Automotive Engineers (SAE) International voting member, speaker's bureau
- Launched comprehensive consulting services to 20+ automotive repair shops and dealerships, optimizing their operations, training, and customer service delivery
- Update clients' project plans, business requirements, functional specs, and cost assessments for contract clients: best business practices to assist client repair shop financing, and establish positive relationships with existing, international clientele and business owners through productive management skills taught
- Instruct, perform hands-on ADAS recalibration with company equipment for technician knowledge development
- ADAS training (alignment to ADAS) for ThinkCar-Cornwell Tools (inc. live and 3-hour module) for clients' technician development, productivity in the bay
- Designed and implemented a successful automotive curriculum, fostering partnerships with local GMC dealership, achieving 100-percent student employment post-graduation within the local automotive repair community; senior classmen passed EPA/MACS 609 (certified); ASE/G1, ASE/P2 and ASE/A5 adult learning-student exams
- Created (upon request) and present automotive educational materials at national, regional events (e.g., VISION-KC, NACAT, ASE Conference, ATE, etc. for various training companies) for technician development and increase skill level
- Established (upon request) ASE G1 prep course for Goodwill Industries, starting in 2015, to introduce new talent into the industry
- Recognized as an ASE Blue Seal Recognized Business since 2016; other clients include international and national automotive, fleet groups (ASE Blue Seal Recognized Business 1998-2015 Pam's Motor City)
- Educate/train first responders on de-energizing hybrid components at accident scene; reference manual
- Created 10-plus technical labs and interactive workbooks for ASE certification prep, directly contributing to an approximate 30-percent increase in training engagement and pass rate (A1-8; G1; C1; T1-8)
- Held FL used vehicle dealer's license from 2009 to 2018; sold 349 vehicles single-handed while owner/operator of Pam's Motor City Automotive (separate company; separate location) through 2014;

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did not renew (I was in Detroit-Metro on assignment with ADI/Ford Motor Company) and left in good standing with the state of Florida

- Part of ASE Master Automotive team for high school Automotive Service Excellence (ASE) reaccreditation for two, Florida high schools
- Upon demand: expert witness and investigations within the field of automotive repair, applications of mechanical automotive components, electrical with emphasis on ADAS components, subcomponents especially how shop practices, educational deficiencies cause automotive component failure(s)

**Skills:** SME Land-based ADAS | Automotive Electrical Systems | Automotive Industry | Automotive Aftermarket Program Development | R&D autonomy | ASE Master Certified | ICAR Platinum ADAS recognized | Microsoft Products | Automotive Business-Program Management | Automotive Technology | Technical Writing | Technical Trainer (for technician to consumer) | Expert Witness | Adult learning-education | Budget management | Data analysis | Technical learning management systems | SaaS education | Vendor-B2B management | Business operations

## *More prominent contracts include:*

- **Mobile Air Conditioning Society, Lansdale, PA (2016 to present)**  
**Contract automotive 609 instructor and test proctor (executive board of directors as of 2025)**
  - Delivered EPA 609 certification training for MACS achieving a 99-percent certification pass rate for participants since 2016; board member since 2024; executive board member 2025
  - Creating ADAS and HVAC content for the non-profit member library (articles & courses)
- **Delphi Technologies/Phinia, Auburn Hills, MI (2016 to 2023)**  
**Contract automotive educator and content developer**
  - Launched and lead 320-plus training sessions for Delphi Technologies improving participant knowledge retention with hands-on labs (created by me) on advanced automotive systems
- **PDG, Cleveland, OH (2022 to 2023)**  
**Contract automotive content advisor, SME**
  - Provided expert advisory services for PDG, enhancing content accuracy and depth by assisting in developing a training-to-certification path for a nationally known automotive repair company
- **WorldPac, Newark, CA (2022 to 2023)**  
**Contract automotive educator and content developer (& in conjunction with Delphi Technologies)**
  - Created tailored educational programs and achieving technician efficiency in shop management and technical skills; latest course Apr. 2025 (Nissen-HVAC) 457 participants w/instructor overall rating 9.1/10
- **Nissens/SMP, Dallas, TX/Copenhagen, DE (2022 to present)**  
**Contract automotive educator**
  - Optimized specialized training for Nissens/SMP by improving technical knowledge on HVAC/Heat pump systems during eight-hour, in-person sessions nationwide
  - Taylor Nissens HVAC content per individual courses

Burke Porter Group-Ascential Technologies – Detroit/Grand Rapids, MI

BPG Collaboration LLC

## **ADAS Area Manager (November 2023 to May 19, 2024)**

- Designed a tiered training program for Dealer Tire/Sentric and BPG ADAS shops, certifying approximately 50-plus technicians at various proficiency levels within six months
- Spearheaded the implementation of AllData Collision, HV toolboxes, and SmartSafe alignment systems, improving shop efficiency and diagnostic accuracy estimated by 20-percent
- Established standardized ADAS calibration criteria for post-accident vehicles, reducing recalibration time across the five-based BPG shops, expanding to Dealer Tire/Sentric ADAS shops
- Recommendations to management; including 19 recommendations with most implemented
- Developed 31 advanced training modules covering ADAS, electrical, and alignment with 100-percent adoption rate and measurable skill improvements across Dealer Tire onboard technician
- Initiated innovative shop enhancements including a “coffee-break” rig and augmented-reality glasses, which would result in a reduction of technician error rate

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## **Fixed Operations Director (as of May 20, 2024)**

### First 30-days (May 20 – June 20, 2024)

- Created, tested all technicians (25-question) general knowledge quiz (for shop placement, e.g., Tech-A, Tech-B) including electrical, alignment, and ADAS; shop courtesy rules, driver's education, tire education
- Open and close shop procedures initiated
- Set-up, perform three (3) in-person technical training for shop, (outside shop) area technicians w/AutoZone
- Solicit for porter, technician for Metro-Detroit shops (hired 14, total)
- Begin shop inventory (monthly)
- Developed daily shop repair "roll call" reports (e.g., how many vehicles serviced, issue vehicles)
- Launched Dealer Tire/Sentric technician training format (June 2024) per President Doug Kelly direction

### 30-to-60 days (June 20 – Aug 20, 2024)

- Collaborate with parts houses, dealerships/OE for brand exposure
- Created technician signup for ASE weekly course
  - Developed training certification strategy for technicians; assigned Automotive Service Excellence (ASE) certification requirements for 180 days: A4 (Steering/Suspension), A6 (Electrical), B5 (Collision steering/suspension, G1 (general repair) and L4 (ADAS)
  - Porter: G1 requested, not required
- Corrected shop equipment deficiencies (in progress)
- Recognized shop software deficiencies (in progress)
- Recognized, correct shop tool deficiencies (in progress)
- Collaborate with district AutoZone management regarding outside shops, future training (we provide the facility; they provide training)
- Recommended shop tablet security; lockdown from 6p to 6a daily; system shut down weekends
- Participated with HR manager Evan Taylor (Metro-Detroit and Addison IL) on onboarding technicians and porters
- Instituted 15-minute brief for porter/technician each Wednesday
- Increased vehicles serviced in the bays from 2Q to 3Q by 15 percent (four out of five facilities)

*Division president Doug Kelly (my immediate supervisor) resigned as of Aug. 31; my position (operations director) eliminated Oct 31; new owner takeover installed their staff; downsized before year-end sale of shops*

## **Gas Cap Grip.Com LLC / Automotive Aids – Tampa, FL**

### **Contract Developer-Designer**

*Period: 2014 to present*

Developed three (3), OEM automotive sensor (automotive/commercial); two (2) application patents (pending); pending one (1) Provisional Patent; developed (1) one, Utility Patent aftermarket advanced driver assist system device (ADAS) application patent with projected adoption across 240M vehicles; generating national attention;

- Launched innovative automotive product distribution through Ace Hardware, with over 500 units sold monthly
- Gained national recognition with product featured as NBC Today Show's "Next Big Think" and a semi-finalist for HSN's Good Housekeeping "Gold Seal"
- Sold product (not company) to another entity

## **County of Hillsborough – Tampa, FL**

### **Fleet Management**

### **Senior Training Specialist**

*January 2022 – June 2022*

*Note: Automotive division did not have formal training since 2017*

- Created comprehensive training programs for 50-plus technicians in automotive and HD trucks, enhancing fleet maintenance efficiency by approximately 25 percent via technical education for the 3,300-plus vehicle fleet
- Implemented weekly "Tech Tips" and safety protocols, reducing working place incidents and boosting productivity through knowledge-sharing

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- Developed safety meeting content for shops
- Regenerated: Ford STARS, ACDelco training, ASE weekly training modules, ASE prep courses for certification/recertification
- M5 (shop management) tablet training, IDS/FDRS and Autel tablet training
- Developed product training PPT with corresponding, hands-on exercises
- Produced detailed training presentations with hands-on modules for HD vehicle systems via vendors and leading to an increase in skill competency among technicians
- Developed library of product, subject-matter for technician review
- Established dedicated CDL training grounds, resulting in increased CDL license achievement rate among technicians
- Developed case study library for automotive and medium/HD truck
- Developed light truck and car training PPT with corresponding hands-on exercises
- Coordinated air brake, electric lift (Braun), road signage equipment, hydro pumps, emergency vehicle electrical training
- Delivered OSHA-certified forklift training, achieving a 100-percent pass rate for compliance and safety standards within the county fleet team
- Provide EPA-609 training/test proctoring
- Initialize dedicated proving grounds for CDL training
- Initialize a dedicated training area at Fleet Central, including 100,000k lift for HD, hands-on training
- Collaborating between county and adult technical schools for program support and recruitment

*Note: The above program represents first 16-weeks of progress; training set in place for technicians; assignment completed*

## **GPC/NAPA Autotech – Atlanta, GA**

### **Automotive Training-Developer**

*May 2021 – January 2022*

- Developed specialized training modules for ADAS, smart charging, and alternative fuel vehicles, resulting in an increase in technician skill adoption
- Spearheaded development of a Tesla data platform, enhancing NAPA's data capabilities by 30% and supporting innovative training in emerging technologies
- Authored comprehensive companion guides for installers, with an adoption rate, significantly improving technician reference efficiency on the job

- *Note: County of Hillsborough (FL) reached out to me to start-up their vehicle (light car/truck; HD vehicle; emergency vehicle) training and equipment training program for their five facilities; 50-plus technicians*

## **Analog Devices Inc. (ADI) -- Boston MA**

### **Contract Automotive Applications Engineer, Program Manager**

*Period: 2018*

- Directed cross-functional collaboration between Analog Devices and Ford Motor Co., advancing AI-based powertrain R&D per ADI program
- Successfully launched A2B hardware integration for Ford's autonomous vehicle testing, achieving a significant improvement in system validation speed

- *Note: ADI purchased original employer OtoSense, April 2018*

## **Raytheon Information, Intelligence Services (IIS) -- Troy MI**

### **Contract Diesel Instructor (PT-Casual)**

*Period: 2017*

- One of five international trainers introducing Navistar's new, A26 engine, Diesel technology launch (US/Canada)
  - Instructing dealership sales personnel regarding new A26 across the US and Canada
  - Hands-on labs (disassemble, reassemble) A26 dry engine increasing confidence in product
  - Tailored training materials to fit dealership needs, ensuring 100-percent alignment with Navistar's sales strategy and technical specifications

## **Pam's Motor City Automotive & Tires, LLC – Fort Myers, FL**

### **Original startup – owner, technician – 20 years (sold)**

*Period: 1995 – 2015*

- Started automotive center: Pam's Motor City Automotive, in 1995; per my 20-year plan, sold shop in 2015

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- Pam's Motor City expanded from a one-person operation to a team of 15, growing annual revenue between 12 and 18 percent, year-over-year and upgrading-building a 12-bay facility
  - *Among the many awards:*
    - ✓ Runner-up "Top-Shop" in Tire Review (national award) in US
    - ✓ Semi-finalist "Top-Shop" in MotorAge magazine (national award) in US
- Delivered high production standards with an annual car count of 9,500, maintaining a 95 percent customer satisfaction rate and securing approximately 14,000-plus loyal clients
- Achieved 20 consecutive years of profitability culminating in \$2.3M sale and awarded 17 consecutive "Best Auto Repair" awards in Southwest Florida (16 in a row, including last year of ownership); News-Press reader's poll (more than 140,000 ballots cast)
- State of Florida and SAMS registered vendor, supplier 1999-2014) ASE Blue Seal Shop (since inception of the program through sale, 2015; DIY Motor City resumed Blue Seal certification through 2025)

## Additional Professional Experience:

- ✓ **ASE Technician, Service Manager**, Johnny Myers Tires (1993-1995): Managed service operations as ASE technician and service manager, enhancing service quality and contributing to an increase of customer retention
- ✓ **Editor/reporter**, Ogden Media Group; Suncoast Media Group, southwest Florida (1982-1993): Served as editor and reporter, producing award-winning content, elevating readership and contributing to industry-leading publications
- ✓ **Start-up bank board member** – Community Bank of Cape Coral, Cape Coral, FL (2004-2006): Played a key role as board member in establishing Community Bank of Cape Coral, contributing to its successful launch and early customer acquisition

## Education

University of Michigan – Dearborn, MI

- General, including Course Development: Python3; C++ Developer sub-studies (UM Coursera-based); no degree

Edison College – Fort Myers, FL

- AA English
- AS Electronic Engineering Technology

## Certifications:

Automotive Service Excellence certifications: ASE Master Automotive (A1-A8); ASE-L4 (ADAS); ASE Medium/HD Truck (T7, T8); ASE Collision (B5); also: C1, G1, P2, xEV1, xEV2

I-Car PL3 ADAS

EVT/ASE – M1

MACS EPA 609 Certification & test proctor

EU-F Gas Certification (European Union equivalent of EPA 609)

EPA 608 – Universal (Core, Type 1, Type 2, Type 3) & test proctor

Forklift certification & trainer, OSHA-base through 2025

CDL-Class B & trainer through 2029

FEMA National Incident Management System IS-00100.c, IS-00700.b certifications

US Passport

## Awards

- Rotary International Four-Way Test Award recipient
- Women's Board Car Care Council ***national award*** for "Car Care for the Clueless: Glove box Guide" 2006

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- Women's Board Car Care Council ***national award*** for "PAM: Pam's Automotive Minute" (a video, minute-long car care news segment – television version) 2001
- Women's Board Car Care Council ***national award*** for "2001 Hurricane Car Care Guide" 2001
- Women's Board Car Care Council ***national award*** for "Empowered Women's Car Care Guide" 2006
- Tire Review magazine "Top-Shop" runner-up award, ***national award***
- MotorAge magazine "Semi-Finalist" top-shop award, ***national award***
- "Best Auto Repair" in regional Gulfcoast Living magazine, 2013 (magazine only held one year)
- Florida Gulf Coast University/SBDC Southwest Florida's Distinguished Entrepreneur of the Year (regional award)
- "Best Auto Repair" in (regional) News-Press Reader's Poll – 17 years (16 in a row including last year of ownership)
- Florida Gulf Coast University WGPU-PBS/NPR SW Florida Makers (Award)
- "Best Auto Repair" in Child and Parent magazine (regional) for 2010, 2011 (magazine only held for two years)
- "Best Auto Repair" in Senior Magazine (regional) for 2009 (magazine only held for one year)

## Publications-Communications

- Crash Course: Find Me Auto Help (copyright 2022) w/corresponding website
- Contributing guest writer for Motor Magazine 2021 to present
- Contributing guest writer for ABRN Magazine 2022 to present
- Contributing guest writer & ADAS columnist for Tire Business 2015 to present
- Contributing guest writer for MACS (Mobile Air Climate Society) ACTION Magazine & MSR
- "Watching Your Pennies and the Dollars Will Follow: KPI Basics for Mom-and-Pop Shops" (copyright 2020)
- Find Me Auto Help (copyright, 2019) w/corresponding support website
- USAutoTraining.Com ASE prep course manuals and PowerPoint (copyright, 2016; published 2016; DVD published 2018)
- Car Care for the Clueless: Never a Stupid Question (copyright, 2015, published date Oct. 2015)
- Car Care for the Clueless: Successful Used Car Buying 101 (copyright, 2012, published)
- Car Care for the Clueless: How to Make Money While Maintaining Your Vehicle (copyright, 2011, published)
- Empowered Women's Guide to Car Care (copyright 2006, published; CCC national award)
- Car Care for the Clueless: Glovebox Guide (copyright 1996, published; CCC national award)
- Car Care for the Clueless (formerly Pam's Auto Minute): 60-second consumer spots, audio (copyright 2011-2015; CCC national award) \*
- Car Care for the Clueless: 60 second consumer spots (inserted into various early evening news broadcasts, ccc national award – copyright 1999-2001)
- Various national magazine guest columnist on car care, car repair for consumers: Motor magazine, ABRN, Tire Business (quarterly)
- Tire Business magazine: Q&A author (every other week) regarding tools, purchases (2013-present)
- Tire Business magazine: "Tire Talk" podcast (2017 to 2018)
- Car Care for the Clueless: 30-second consumer (taped) video spots (inserted into early evening news broadcasts beginning Oct. 2015; copyright 2018)
- Car Care for the Clueless Daily Edition: 60-second consumer spots (taped) on approx. 200 stations Coast-to-Coast (copyright 2011/2018)
- Car Care for the Clueless Weekly Edition: 60-minutes on KMET (Palm Springs/Redlands CA), Fridays at 3p PT (taped and live broadcasts); starting on America's Car Show Coast-to-Coast (rebroadcasting KMET weekly show)
- Various, national, terrestrial stations (TV or radio): guests on local programming (via phone or Skype): For example, this week, I was or will appear on: Michael Dukes Show, KBYR, Anchorage AK (on this one about every five to six weeks); Dan River's Show, WKBN, Youngstown OH (on this one, as well, off/on); "Business for Breakfast" Show, 1510AM/99.3FM Phoenix and 1200AM Palm Springs CA (semi-regular); Shilling Show, WINA, Charlottesville VA and WNPV, Philadelphia. These interviews run between 10 to 20 minutes each. Usually in AM drive time. Talk about today's car topics (i.e., VW emission scandal, child deaths in hot cars, Takata etc.). iHeart Radio added Car Care for the Clueless, to their programming, 2019.

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## **Speaking Engagements**

- Various, local/regional/state civic organizations regarding consumer car care; WZVN-ABC7 monthly news-spot programs; WINK-TV (CBS) monthly news-spot programs (until move to Tampa, 2018)
- FOX13-Tampa monthly news-spot, consumer car care (on-going)
- 2012 International Tire Exposition and Conference, speaker
- 2014 International Tire Exposition and Conference, speaker and panel member regarding owner/business car care, responsibilities
- 2015 Women's Board Car Care Council winter meeting, speaker/panel on regarding brakes/components
- 2015 NACAT (North American Council of Automotive Teachers) keynote speaker
- 2016 International Tire Exposition and Conference, speaker
- 2016 NACAT (North American Council of Automotive Teachers), speaker/course instructor
- 2017 North American Tire and Retread Expo, speaker
- 2017 NACAT (North American Council of Automotive Teachers), speaker/course instructor
- 2017 NBC Today Show's "Next BIG Thing"
- 2017 HSN/Good Housekeeping "Gold Seal" presentation
- 2017 NACAT (North American Council of Automotive Teachers), speaker/course instructor
- 2018 NACAT (North American Council of Automotive Teachers), course instructor
- 2022 ASE project panelist for final draft L4 (ADAS) and review (August)
- 2022 ASE project panelist for renewing A7 (HVAC) and review (October)
- 2022 SEMA-ADAS review at Detroit campus (August)
- 2022 SEMA "All-Girl Build" on Ford Bronco (alignment/ADAS recalibration)
- 2022 AASP-PA Tools, course developer/instructor
- 2022 ATE East Training, course developer/instructor
- 2023 PAVE training, course developer (electrical)
- 2023 VISIONKC training, course developer (ADAS)
- 2023 ATE West Training, course developer (electrical)
- 2023 NACAT Convention training, course developer (ADAS & HVAC)
- 2023 ASE Conference training, course developer (ADAS)
- 2023 ASE project panelist for renewing A1 (Engine repair) and review (March)
- 2024 MACS Convention training, course developer (HVAC heat pumps for BEV-HEV-PHEV)
- 2024 NACAT Conference training, course developer (ADAS)
- 2024 ASE Conference training, course developer (ADAS) – immediate family illness (since resolved); had to decline at the time of event due to family emergency
- 2025 ASE project panelist for reviewing A1 (Engine repair) and review (January)
- 2025 MACS Conference training, course developer (ADAS) – Dispelling myths surrounding ADAS technology and in-shop practices
- 2025 Fox13 (Tampa FL) automotive news commentator, on-air personality
- 2025 ASE Convention training, course developer (ADAS) for two courses

## **Civic Organizations**

- SAE International #6158552705 voting member, 2023 to present (previously 1996-1999 during shop ownership; discontinued due to lack of time to commit to personal shop organization)
- Mobile Air Climate Society (MACS) board member, 2023 to present; executive board member, 2025
- National Science Foundation/National Council Autonomous Technology (NCAT) advisory committee member (land based, ADAS/V2V/V2x) 2023 to present
- FCDI/AMRoC Tampa Bay – Robotic Group, board member, 2020 to present
- SBRN (Small Business Resource Network) – Tampa (FL), 2018 to 2023 (chapter closed)
- AUUSI (Associated for Unmanned Vehicle Systems International) – Tampa (FL) Chapter, 2018 to 2020; 2023 to present
- NACAT (North American Council of Automotive Teachers) – national, 2015 to 2023
- SEMA – national, 2021 to present (SEMA member; Pam's Motor City Automotive and Tires 2002-2014)
- Kiwanis International, Thomas Edison division, southwest Florida, regional science fair judge, 2008 to 2021

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- Estero Island Chapter of the National Society of the Daughters of the American Revolution, member, and past vice regent, 2003 to present
- Florida Gulf Coast University (FGCU), Small Business Development Center (SBDC) Advisory Board member, Fort Myers, FL (2014-2018)
- South Fort Myers Rotary Club, member 1999 to 2018, Fort Myers, FL (and Paul Harris Fellow); moved to Tampa Bay area, 2018