

ERWIN T. RAPHAEL

CONTACT

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EDUCATION

BACHOLOR OF SCIENCE | CHEMISTRY

The Ohio State University |
Columbus, OH

BACHOLOR OF SCIENCE | APPLIED MATHEMATICS

The Ohio State University |
Columbus, OH

EXPERTISE

- Strategic Thinking
- Marketing
- Global Sales and Service
- Distribution Network Development
- Product Development
- Lean Manufacturing
- Workplace Health & Safety
- Performance Management
- Operational Efficiency

MILITARY SERVICE

US Army, Combat Engineer.
HHC 364th ENGR GP, 416th
Engineer Brigade.

PROFESSIONAL PROFILE

A dynamic and results-driven executive with nearly 30 years of experience leading high-impact initiatives in automotive manufacturing, quality, sales, service, logistics, and corporate governance. Adept at driving strategic transformation, fostering innovation, and optimizing operations across global organizations. Proven expertise in board governance, fiscal responsibility, stakeholder engagement, and public-private partnerships. Recognized for launching and scaling Genesis Motor America and influencing corporate and industry-wide diversity, equity, and inclusion (DEI) initiatives. Committed to fostering research, technology, and economic growth through collaboration with universities and private enterprises.

WORK EXPERIENCE

Vice President of Revenue & Interim Vice President of Marketing Lucid Motors | Newark, CA | September 2024 - Present

- Leads revenue growth strategy, optimizing traditional vehicle sales, service, and parts sales.
- Drives expansion into new revenue streams, including technology subscriptions and licensing.
- Oversees global cost optimization initiatives to accelerate profitability and improve financial performance.
- Serves as Interim VP of Marketing, leading the global marketing strategy following the departure of the previous VP.
- Spearheads brand positioning, customer engagement, and digital transformation efforts to enhance Lucid's market presence.

Senior Regional Director of Operations Amazon | Nashville, TN | 2021 - 2024

- Lead a workforce of ~42,000 associates across 33 operations in 13 states, shipping up to 11 million packages daily.
- Spearhead safety protocols and serve as the Safety Pillar Leader for U.S. and Canada operations.
- Reduced delivery accuracy defects by 35% and optimized operational efficiency, achieving significant cost savings.
- Act as the liaison for global reliability, maintenance, and engineering improvements.

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TECHNICAL SKILLS

Technical Problem Solving



Supply Chain Management



Leadership



Product Quality Management



PROFESSIONAL BOARDS

BOARD CHAIR

The Lantern Network| TN
2020 - Present

EXECUTIVE DEAN'S ADVISORY BOARD CHAIR

The Ohio State University,
College of Arts & Sciences
2014 - Present

ADVISORY BOARD

UCLA Health System
2015-2021

LANGUAGES

English - Native

Spanish - Beginner

French - Beginner

WORK EXPERIENCE CONTINUED

Chief Cost Optimization Officer

Hyundai Motor Company | Fountain Valley, CA | 2020 - 2021

- Led a multinational cost optimization initiative, achieving over \$1B in savings to fund global growth strategies.
- Served on Hyundai's North America Management Executive Committee, guiding corporate decision-making.
- Chaired the Hyundai Motor America Diversity Council, strengthening industry-wide DEI efforts.

Chief Operating Officer

Genesis Motor America | Fountain Valley, CA | 2015 - 2020

- Spearheaded the successful launch of Genesis Motor America, overseeing all North American operations.
- Established a network of over 300 licensed dealers and launched Genesis House, a premier brand experience center.
- Introduced the industry's first 100% service valet program and Alexa-integrated vehicle interaction.
- Managed full P&L responsibility, ensuring sustained financial and operational excellence.
- Negotiated and secured major brand partnerships, including the Genesis Invitational Tournament at Riviera Country Club and the official luxury auto partnership with the National Football League.

Director, North America Quality & Vehicle Engineering

Hyundai Motor North America | Fountain Valley, CA | 2010 - 2014

- Led quality improvement initiatives, driving industry recognition through JD Power and Consumer Reports rankings.
- Enhanced warranty cost efficiency, returning millions in reserves to revenue.
- Spearheaded the Hyundai Global Product Quality Management System, winning Hyundai's Chairman's Global Award.

RELATED PROFESSIONAL EXPERIENCE

- Regional Sales & Marketing Leader, Hyundai Motor North America & Stellantis, Southeast Business Center
- Plant Manager & Director Roles, DaimlerChrysler, Toyota Motor Manufacturing, and Navistar International
- Environmental Scientist, Ohio Environmental Protection Agency