DEALER DIRECT
CANADA

Profile on Marcel Stirpe, M&A Executive

On Marcel Stirpe's second day in automotive sales in 1977, he sold his first car. That was a good omen, and he's never looked back. During his first two years in sales, Marcel excelled and acquired a passion for the business. He soon sought more responsibility and was promoted to junior manager and, later, finance manager, sales manager and General Sales Manager.

Marcel purchased his first dealership (a struggling Chrysler franchise) in Port Credit, in 1983. "That dealership was profitable from day one, and it was hugely gratifying experience being a dealer principal."

The following year, in 1984, Marcel witnessed a phenomenon he'd never seen before. "I can't describe how big an impact the mini van had on our business and on the car industry in general," he says. "It revolutionized the car business. Hundreds of people would line up at our dealership to test drive the new mini van, and sales of this new model exploded."

Marcel recalls the days when new car announcements were celebrated events at dealerships everywhere. "There would be much anticipation from the public about the new models, and these events were lavish affairs. The entire Toronto Argonaut team once made an appearance at one of our new car announcements!"

Between 1983 and 2002, Marcel invested in two Chrysler dealerships and carried on each partnership as President and General Manager. In 2003, he joined Toronto Chrysler, as President and General Manager, until 2014. During his career, Marcel served as Vice-President, President, and Director of Chrysler Dealers Advertising Association of Ontario (CDAAO), respectively, and Director of Toronto Automobile Dealers Association (TADA). During his career, Marcel's Chrysler dealerships earned 10 consecutive President's Club awards based on sales volume and customer service (this award is presented to the top 20 Chrysler dealers in Canada).

"Except for a short retirement in 2002, I've been in the car business for 46 years," says Marcel, who today is a Mergers & Acquisitions Executive with Dealer Direct Canada and a Brand Ambassador with Bullseye Sales Events. "It's been a fun ride, it's allowed me to travel the world and meet many extraordinary people, and I've enjoyed every minute of it."

Marcel's extensive experience with all aspects of dealership operations gives him a unique advantage in assisting dealers in their buy / sell transactions. "I've been involved on both the buying and selling sides, and I'm privileged to be in a position to help dealers strategize and make decisions that are good for them and their respective businesses," he says.

He adds: "I'm thrilled to be working at Dealer Direct Canada with my good friend and former business partner, Paul Stern, and with a team of exceptionally talented individuals," says Marcel. "This is a growing company in the automotive mergers and acquisitions marketplace. Our boutique-style approach to business, along with our vast network of industry contacts and our diversified expertise in dealer operations, OEM operations, finance, accounting, marketing and entrepreneurship, makes for a winning formula."

Marcel's territory is Ontario, although he knows hundreds of dealer principals and managers across Canada. He is happy to offer assistance to his fellow team members who are involved in dealer transactions anywhere in Canada.

On the personal front, Marcel enjoys spending time with his family and has three children and seven grandchildren. He also enjoys playing golf and travelling.

If you are interested in a dealership valuation, a buyer / seller / OEM consultation, strategic Advice, or succession planning, please call Marcel for a confidential conversation at 416-818-4476
or email: mstirpe@dealerdirectcanada.com.

