



THE PFS FAMILY ALBUM

Milestones and Stories of the People at Premier



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- Doug Ewing
VP of Sales

We Recognize Doug Ewing: He's Been a Legend at Premier for 20 Years

Doug Ewing, our Vice President of Sales, celebrates his 20th year at Premier this month. Even before he began in 2000 as the company's first Northeast Regional Sales Manager, Doug had already established his reputation as one of the most knowledgeable “car guys” around. He'd sold more than a dozen different marques – ranging from Porsche and Audi, to Cadillac and Saab – and had held senior sales management positions at some of the Northeast's largest and most successful dealerships.

Doug's pathway up the corporate ladder at those dealerships was based on determination and hard work; not on family connections. Early in his automotive career, Doug headed up the service department for a Cadillac dealership that had earned the worst J.D. Power Customer Service Index (CSI) rating in the nation. In less than one year, and despite a union strike at General Motors, Doug raised that dealership's CSI ranking to the third highest, across all 50 states.

Doug also showed his salesmanship potential very early in his career, and tells this story: “I was a young guy working in an “old boys club” dealership where the sales team never left their desks in the showroom. I hustled, and talked to

anyone on the lot, even talked to ‘just tire-kickers.’ I sold a lot of cars there, and the old boys really hated me for it.”

Doug Helps Build the PFS Sales Team and National Brand

The backstory on how Doug came to join the company is that he did not accept the first job offer from Premier's founder and CEO, Mitch Katz, in 1999. As Doug remembers: “I knew Mitch from the car business, and he was highly regarded as a trustworthy resource in an industry with a ‘mixed’ reputation. When he first asked me to join him, Mitch had just established his company, and I wondered whether he would be able to survive. So I told him, “If you're still in business a year from now, then give me a buzz.” A year went by, and by coincidence, I had occasion to refer a friend to Mitch for a lease. My friend called me the next week, to say he had a message from Mitch. The message was, ‘Hey Doug...Premier is still in business, so give me a buzz.’ And that's what I did.”



Doug with Ross Dressel - Midwest Sales Manager



Premier Financial Services

Vintage and Exotic Motorcar Leasing since 1997

Over the course of his 20-year tenure at PFS, Doug has had a significant impact, not only in terms of lease volume, but also on the overall capabilities, growth and reputation of the firm. Right from the start, Doug brought deeper insights regarding credit and underwriting from his mortgage lending experience; was instrumental in development of Premier's database system – which is now emulated across the industry – and helped to establish a national brand presence for our small company located in the backwoods of Connecticut.



Doug with Juan Garcia - West Coast Sales Manager

Notably, Doug has helped to assemble and manage a nationwide sales team, which consists of some of the most talented professionals in the exotic, vintage and luxury car business. And many of them, similar to Doug, have been with Premier for a long time; including West Coast Sales Manager Juan Garcia, who will celebrate his 17th anniversary in 2020, and Southeast Sales Manager Chris Warren, who is celebrating his 7th year at Premier.

But at all times, while mentoring and coaching his sales team, and building relationships with dealers and clients, Doug has continued to share with Premier his greatest

strength: an innate ability to connect with people. Doug's gift is that he always takes the time to listen, to focus and remember what he's heard, and to deliver on his promises. In other words, Doug cares about the people he works with, and the clients he serves... and they feel it.

Doug Understands the Important of Service

From the outset of his career, Doug has understood the importance of customer service, and has worked hard with the management team to establish a culture at Premier based on exceeding customer expectations. In fact, one of the individuals who taught Doug the importance of customer service was a former employer, Malcolm Pray, who was a highly successful owner of chain of car dealerships on the East Coast. "A large measure of Mr. Pray's enormous success," according to Doug, "was based on providing excellent customer service. He was years ahead of his time, in terms of understanding customer satisfaction drives loyalty and brand reputation."

In fact, Premier's success has been built on that same principle. Doug

notes that Premier has taken that philosophy even further, based on the shared understanding across the company that it takes teamwork to deliver world-class concierge service. Doug adds that, "We've always invested in finding ways to work together effectively as a team, and that investment has paid off. In fact, most days this place feels more like a family than a company." As a result, staff longevity is a hallmark across Premier's operations; every member of the management team has been with the firm at least 14 years.

Doug's After-Hours Pursuits also Involve Motors

Doug's love of cars started as a kid with go-karts, dirt bikes and then street bikes, and as an adult he's owned all kinds of cars; but he remains a dedicated Porsche fan. He's owned Boxsters, 944 Turbos and 914s, and currently drives a 911 Carrera. Doug's other passion also involves high performance engines: he owns a 38-foot Express Cruiser, and claims he "pretty much lives on the water during the summer." Although he loves to fish, Doug says the Dreamer is "strictly a cheese & cracker pleasure boat; no fish and guts are allowed."



Doug's Porsche 911 Carrera



Boat used in the 645 nautical-mile race

As a teenager working at a boatyard in Rowayton, Connecticut, Doug developed his love for the ocean and also gained hands-on boating experience, which included a few near-death adventures. When he was 18 years old, he was a deck hand on the legendary 645 nautical-mile Marion to Bermuda boat race. Along the way, they ran into a hurricane, with waves more than 30 feet high. The largest boat in the race sank, and his boat lost a spreader, so it was crippled and disqualified with only 60 miles to go. As Doug remembers, "Those waves would scare me today, but as a kid I just thought, "Bring it on!"

Whether he's on land or water, Doug credits the people who've shaped

his perspective on life, including Ann Kates, his teacher at Eagle Hill in Greenwich, who "pushed me," as well as his father, who was an architect. "My father taught me to act like a gentleman and to always have integrity. He told me that, 'Your name is not just yours; it belongs to your family as well.' I try to live up to that every day."



Doug with his wife and son - next to their boat, Dreamer

The Importance of Feeling and Acting Like an Owner

Doug also cites Mitch's influence on his long career: "I came here 20 years ago because I believed in Mitch, and shared his vision of a company built on customer service and teamwork." What most appealed to Doug back in 2000 was Mitch's explanation that he would be an entrepreneur, and either succeed or fail based entirely

on his own efforts. "Mitch told me that if I worked hard that the sky was the limit, which appealed to me, and he has been right about that."

"I'm proud to be a part of the Premier family, and maybe because of Mitch's offer to make me an entrepreneur, I have always felt and acted as if I were an owner of this company."

In fact, Premier believes that the feeling of personal "ownership" shows that people really care about what they do, and it's a shared sense of ownership that bonds our team together.



Doug with Michelle Yancey - Southwest Sales Manager



Celebrating its 23rd anniversary in 2020, Premier continues to grow and succeed for one simple reason: great people like Doug Ewing work here...and they stay here.

