



SIGNIFICANT PEOPLE ACCOMPLISHING EXTRAORDINARY THINGS IN THE AUTOMOTIVE INDUSTRY

## IN THE HIGHBEAMS Interview with Steve Bryan

### Interview with Steve Bryan, SVP of Sales and Marketing, Compli

**Ted:** *Would you tell us a bit about Compli's history, and what you have to offer?*

**Bryan:** Compli was founded in 1999 by attorneys who were frustrated by the inability of their clients to effectively manage an increasing burden of compliance related activities that have been, and continue to flow from new and more complex Federal, State, and Local regulations.

**Ted:** *What happens at the various stages of Compli's Prescriptive Road Map to Compliance?*

**Bryan:** Compli's five years of experience in implementing Compliance Management systems into a wide variety of clients in 18 different industry segments has resulted in what we have come to refer to as the Prescriptive Roadmap to Compliance. Because many new clients are concerned that the introduction of a new management system may be an overwhelming project, we have devised a clear, step-by-step implementation process that relieves this concern by breaking down the initial 12 months or so into three distinct "stages". Those stages are outlined as follows:

#### **STAGE 1 – Approx 30 Days**

**1. Initial Setup** – Compli works with the client to collect and organize the basics needed to get started. This would include items like the employee list,

employment handbook, and any specific corporate policies or forms that are critical to the client's operations.

**2. Rollout** – Compli Training Professionals arrive for a 3-day on-site training and final setup period where we train administrators and employees in the system's use.

**3. Critical Compliance Programs** – During a 3-day on-site period, Compli installs and schedules the delivery of what Compli and the customer have jointly determined are the most critical compliance programs. In the Automotive Industry, we have identified Harassment & Discrimination, GLBS, OFAC, and Money Laundering to consistently be the highest risk areas for dealers and suggest that they are what comprise the initial critical risk programs for most dealers.

**4. Customers will see 90+% Compliance on the Critical Compliance Programs (employees signing off on policies, taking trainings & assessments, and filling out proper forms).**

**5. Implement the Pre-Hire components required to begin to track applicants and perform background checks on new hires.**

#### **STAGE 2 – Approx 90 - 180 days**

**1. Roll out the second tier of critical compliance programs that are generally customized to each dealer's specific needs, possibly driven by State level priorities or newly minted legislation. These might include such hot-button programs as: Negative Equity, Telemarketing or Advertising, FCRA, or**

something as localized as the California Car Buyer's Bill of Rights.

**2. Begin to introduce how Compli can be utilized to manage specific dealer operational programs such as demo car, theft and fraud, or other operational functions to demonstrate the flexibility of the system for introducing operational efficiencies.**

**3. Perform a "check-up" to ensure that employee adoption and compliance statistics are on track and consistent.**

**4. Begin the process of documenting how improved risk management can be provided to underwriters to place dealers in a position of strength when the next premium renewal discussion occurs.**

#### **STAGE 3 – 270 – 356 days**

**1. Continue to review Critical Risk programs that should be introduced across Employment Practice and F&I/Sales and provide needed resources and support to customers.**

**2. Document all compliance initiatives to maximize insurance premium recognition.**

**3. Review Environmental, Health and Safety programs to automate many of those high-risk programs.**

**4. Continue to refine Employee Retention initiative including orientation, on-going training, performance evaluations, and exit interviews.**

**5. End of year one check-up to review site usage and compliance statistics.**



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## IN THE HIGHBEAMS Interview with Steve Bryan *continued*

**Ted:** How does Compli help to minimize employee turnover?

**Bryan:** Compli's Employee Retention Initiative begins with better hiring practices using its Pre-Hire application, followed by consistent on-boarding and orientation practices. Our Initiative continues with consistent training of employees, performance evaluations, and exit interviews.

**Ted:** What are some of Compli's biggest recent success stories?

**Bryan:** Just 20 months ago, Compli dedicated itself to providing the first industry specific Compliance Management system for the Automotive Industry. In that time, Compli has grown from 7 dealerships to 300 and over 20,000 dealership employees under the management of Compli systems. A further measure of the proof of the value we're bringing to dealers is the fact that not one dealer has cancelled their subscription in almost 2 years.

**Ted:** How long have you been with Compli? What did you do before?

**Bryan:** I started with Compli in November 2004 and participated in the strategy to re-focus Compli on the Automotive Industry. I have a 20 year background of working with early-stage software companies to identify market opportunities and develop products and associated sales & marketing efforts to see them succeed.

**Ted:** This business seems to change so rapidly, what differences do you expect to see 6 or 9 months down the road?

**Bryan:** There is no end in sight to the growth of new regulations that impact dealers. Compli has currently identified approximately 110 regulations, rules or directives that dealers must know about and be prepared to address. It is not inconceivable to envision that number growing by 10 – 20% in the next year or so. The main areas we see evolving right now are in the consumer protection areas with changes proposed to major

legislation such as the Fair Credit Reporting Act and the introduction of the California Car Buyer's Bill of Rights; both very pro-consumer movements.

**Ted:** What keeps you up at night?

**Bryan:** Competition. Compli currently operates nationally and has customers today in 20 of the 50 states. Our major competition today is what I would call the status quo, in other words, "we do all of this paper shuffling manually and seem to have it under control." I worry that as Compli continues to demonstrate how that "head in the sand" approach is erroneous, we will see more competitors develop products that will compete directly with us.

**Ted:** What do you like to do when you're not working?

**Bryan:** I have 5 children ranging from 5 – 21 years of age who keep my wife and I busy. I also enjoy time spent on my 2005 Harley V-Rod, skiing the mountains of Oregon, and the occasional SCUBA trip to warm, clear waters.



About Steve Bryan  
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A dynamic leader, Steve brings a history of success facing the challenges of startup and high growth companies. A specialist in building and motivating sales teams to achieve aggressive goals, Steve has designed sales and operations strategies to rapidly generate revenue. He is expert in applying technology to support rapid growth and in repositioning

products to maximize opportunity. Steve has combined his legal and business training to lead companies to success, including Webfinity Studios, Zeeks.com and Pierian Spring Software. He has also worked as a District Manager for Dow Jones & Co. Steve holds a M.B.A./J.D. and received a B.S. in Economics from Willamette University.