

ATRA Committee Opportunity

Shop Management Advisory Committee Member (Volunteer)

Organization: Automatic Transmission Rebuilders Association (ATRA)

Location: Remote with occasional travel to ATRA Headquarters (China Grove, TX) or industry events

Position Type: Volunteer (Travel & lodging benefits provided when required by ATRA)

Opportunity Overview

ATRA is seeking experienced shop owners, service advisors, business consultants, and automotive management professionals to serve on the Shop Management Advisory Committee. Committee members help shape the future of automotive business education by reviewing management training, identifying industry trends, and developing practical resources that help independent repair shops become more profitable and efficient.

Core Responsibilities

- Review and refine management, sales, and operations training proposals.
- Identify changing consumer behavior, marketing trends, and workforce challenges.
- Collaborate on business programs, KPIs, and management toolkits for ATRA members.

Ideal Qualifications

- 5+ years of success in shop ownership, management, or automotive business coaching.
- Expertise in finance, labor rates, recruiting, digital marketing, or multi-shop operations.
- Passion for helping independent shop owners grow and succeed.

Volunteer Benefits

- Travel, lodging, and approved incidentals covered when ATRA requests your attendance.
- Opportunity to influence the future of the automotive repair industry.
- Professional recognition as an industry thought leader.

How to Apply

- Submit your resume or professional business bio.
- Include a brief statement describing your business philosophy or area of expertise.
- Email: rsroule@atra.com or lwiggin@atra.com

Note: We welcome volunteers from every area of automotive business management, leadership, sales, operations, finance, recruiting, and marketing.