



Taylor Elliott

VP, chief HR officer

RV Retailer

Taylor Elliott began her career in the automotive industry. She spent 15 years in various human resource roles before crossing into the RV industry to join RV Retailer as the vice president, chief human resources officer.

"This incredible team brought me to the RV industry. I had the opportunity to come in, invest in people and build a tremendous program to develop our talent," says Elliott.

Elliott had previously worked with RV Retailer CEO and President Jon Ferrando in the automotive industry before he offered her a position at RV Retailer in 2019.

"He's been a tremendous part of my career path. He's given me the opportunity to really lead and design a tremendous program," she says. "We are growing fast. The company is less than three years old and we've grown from zero stores to 55 in 16 states. We have about 2,000 associates. Growth and opportunity are big with us. We are so focused on building great talent. We want top people in the industry to be a part of that with us."



As chief HR officer, Elliott's focus is on building opportunities for training and growth for the 2,000 associates of RV Retailer. As part of that, she has worked to create the RV Retailer University Program, a program she says all company executives are highly invested in.

"It's the first and best, top-tier training program you're going to find," she says. "We invest in every functional aspect of the dealership. There are programs for current and future general managers, F&I, accounting, sales, technicians, service – we focus on every aspect of the dealership. We put a major emphasis on leadership. We want to give them every tool they would need to be a top-level leader in their store."

The company has invested in training facilities in Utah, Texas and North Carolina. The company brings associates from all over the country for training and development.

"We're continuing to build out the program, so there's opportunity to grow and develop at any position or level," she says. "If you want to learn more, grow and become a leader we have a program to help you grow your career."

The company also provides training without travel. It offers hundreds of virtual learning courses, product and process training that are accessible onsite to nearly all associates.

Elliott is no stranger to being a woman in a traditionally male-dominated industry. That's why creating growth opportunities for women, as well as men, is an important part of her HR strategy, she says.

"There is actually a tremendous amount of female leadership at our locations. We have females in some traditionally male-dominated roles like service adviser or service manager. We have a lot of female talent already and have an opportunity to continue to grow it," Elliott says. "Part of that is sharing those stories of how many successful females we already have. We provide a significant amount of career path growth. The industry has been incredibly supportive of that."

Elliott's advice for women and others just entering the RV industry is to find a company that aligns with their values and where they want to go in their careers, then provides a path to do so.

"Do that and you'll be wildly successful," she says. "We're in a phenomenal industry filled with opportunity."