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FOR IMMEDIATE RELEASE

Dr. Robert W. Serum Joins F&I School, Automotive Dealership Institute, as Chancellor

Former Northwood University vice president, Dr. Robert W. Serum, joins the Automotive Dealership Institute, known for its F&I manager training, as its new Chancellor where he will assume an advisory role in all aspects of its operation.

SCOTTSDALE, Ariz., Sept. 23, 2014—The Automotive Dealership Institute (ADI) announces the appointment of Dr. Robert W. Serum as Chancellor. Formerly holding an advisor post to ADI's management team, Dr. Serum will now be responsible for advising the organization in all aspects of the operation of the Scottsdale, Arizona-based [F&I school](#).

"His eminent influence in the field of automotive management and education is a welcome addition to ADI," states CEO Alan Algan.

ADI is a leading automotive management school that specializes in [automotive finance training](#) for the next generation of [F&I](#) managers through intensive courses such as Automotive Finance Management. The ADI is duly licensed by the State of Arizona Board for Private Postsecondary Education and has earned the approval of the Arizona Department of Education.

"ADI has, for many years, been the only licensed U.S. location for the study of Finance and Insurance in automobile dealerships," states Serum. "I've known its leaders for more than a decade and hold them in the highest regard, so the prospect of working with them in this new advisory position is a great pleasure for me."



Serum was Vice President of Academics & International Programs at Northwood University before retiring in 2007 after a 34-year tenure. There he led and coordinated the academic aspect of all the University's programs and campuses. He was also responsible for the launch and accreditation of Northwood's first ever MBA Program. Later, he served as Vice President of

Academics for all of Northwood University. He is a recipient of Northwood's Honorary Doctor of Laws degree.

In 2007, Dr. Serum was recognized for his pioneering leadership in the field of automotive education in the U.S. and worldwide when he was awarded the prestigious Automotive Education Excellence Award by the Automotive Industry Education Foundation (AIEF), a public charitable foundation and endowment fund.

The Michigan-born, Business Administration graduate from Hope College received his M.A. degree and later, Ph.D., at the University of Alabama.

Dr. Serum also played several advisory roles outside Northwood as well. His influence was seen and acknowledged on the international level when he led the design and accreditation process for Northwood's BBA programs in Bahrain, China, Malaysia, Sri Lanka, and Switzerland. In addition, he was the leading figure in the creation of Northwood's NUCARS program where he used Toyota USA's automotive dealership simulation in creating a cross-cultural simulation competition. Since the introduction of that program, over 1,000 students from Canada, China, Denmark, France, Germany, and The Netherlands, not to mention Northwood, have taken part in this highly acclaimed event.

The ADI's core course offering, the [F&I Training](#) and Management Program, maintains a very high job placement rate of more than 93 percent in all 50 states within 30 days of graduation. The school offers both in-class and online courses. Upon completion of [F&I manager training](#), an F&I Manager makes around \$81,000 on the national average salary scale, depending on the location, in this highly competitive position.

For more information about attending an [F&I school](#) and ADI, go to www.autodealerinstitute.com.



About Robert W. Serum



Dr. Robert W. Serum serves ADI's management team as a trusted advisor and assists with the continued development of ADI's curriculum and the overall direction of the institution. Dr. Serum served as Vice President of Academics & International Programs at Northwood University until his retirement in 2007. During his 34 year tenure at Northwood University, Dr. Serum was the leader and coordinator of academic program content and oversaw the start-up and accreditation of Northwood's first MBA Program. In 1992, Dr. Serum became Vice President of Academics for the entire institution. He holds an A.B. In Business Administration from Hope College and an M.A. and Ph.D. From the University of Alabama. Dr. Serum is the recipient of the 2007 Automotive Education Excellence Award from Automotive Industry Education Foundation and the honorary doctor of laws from Northwood.

About Automotive Dealership Institute



The Automotive Dealership Institute is a company that offers innovative automotive management training programs both in-class and online. It is committed to educating the next generation of Finance & Insurance Managers by offering courses in Automotive Finance Management and Automotive Service Advising. Both of these teach the specialized skills necessary to become a successful automotive F&I manager and expert service advisers, either at franchised new-car dealerships or at independent service shops. Located in Scottsdale, Arizona, the Automotive Dealership Institute is the only licensed and accredited F&I school in the U.S. and accepts students from all 50 states.

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