



FOR IMMEDIATE RELEASE

Former AutoNation Senior Vice President and CSO joins motormindz as EVP – Professional Services

Troy, Mich., January 24, 2017 -- motormindz, Inc., a global automotive professional services and technology company, announced today that former AutoNation officer and Senior Vice President, Scot Eisenfelder will join their team of recognized industry leaders and consultants as Senior Partner – Professional Services

Eisenfelder has driven innovation across multiple auto sectors. He was Senior Vice President Strategy at AutoNation, responsible for major change initiatives in eCommerce, pricing and IT and for creating a blueprint for auto retail transformation. He was also acting CMO focused on realigning marketing spending.

“We are delighted to have Scot join our team as we continue our rapid, global growth,” said Jeff Van Dongen, Founder and CEO of motormindz. “He brings deep knowledge of the automotive sector to add to our comprehensive group of industry experts. Scot brings fresh thinking and epitomizes the core values of what we represent as an organization along with our endless commitment to delivering new, disruptive solutions and technologies to the automotive industry.”

Prior to AutoNation, Eisenfelder led JM Family’s dealer software business and was Senior Vice President, Product Management, Strategy and Marketing at Reynolds and Reynolds leading both companies through value creating sales. He also led J.D. Power’s Retail practice and was a partner in Accenture’s Automotive and Industrial Equipment practice focused on solving sales, marketing and distribution issues. Eisenfelder started his auto-consulting career at Booz Allen.

Eisenfelder joins a diverse team of senior level, OE and dealer group executives at motormindz, focused on accelerating the pace of innovation and change within the automotive industry and identifying solutions that deliver tangible results quickly.

“I am excited to join a team of solid professionals with a shared vision for disruptive solutions, entrepreneurship and integrity,” Eisenfelder said. “It’s a great opportunity to continue to innovate, bring promising technologies to the market place and continue to develop thought leadership in the automotive space.”

Eisenfelder has an MBA from Wharton School, graduating with distinction and a Palmer Scholar. He attended Mannheim University in Germany as a Fulbright Scholar and graduated summa cum laude in Economics from Princeton.

About motormindz:

motormindz is a global automotive professional services and technology accelerator that combines unparalleled experience and comprehensive capabilities across all facets of the automotive manufacturing and sales chain. motormindz collaborates with solution partners and clients to develop and integrate disruptive, leading-edge solutions and technologies aimed at solving crucial challenges for automotive manufacturers and dealers. For more information, please visit www.motormindz.com.

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