

## MEET THE iFROG EXECUTIVE TEAM

LEARN MORE ABOUT THE DIVERSE & TALENTED TEAM THAT MAKES iFROG AN EXCEPTIONAL MARKETING PARTNER



### **DAVE WILSON, CEO**

As CEO, Dave Wilson leverages a phenomenal track record of automotive success in developing effective digital marketing strategies, his experience in providing the highest level of customer service, as well as his genuine passion for the automotive industry, to ensure that iFrog Digital Marketing is the premier agency of choice for dealerships looking for a true partner that can deliver meaningful, compelling, targeted digital messages to the right customer at the right time thus increasing dealership revenue, customer retention and loyalty.

Starting his automotive career in 1976 at the age of 16 in the detail department, Dave quickly became the youngest person to become a first generation dealer at the age of 22. He has always focused on using marketing and advertising to its fullest in order to attract customers. He is the owner of the Preston Automotive Group, where he employees over 600 employees and sells close to 9,000 retail units a year.

Dave has successfully been a Top 100 Ford Dealer in the Nation and has been awarded the President's Award from Ford Motor Company multiple times as a result of his focus on providing the highest level of customer satisfaction standards. He is a current member of the Ford National Dealer Council, Chairman of Ford's Washington Dealer Advertising Fund and participates in various Digital Marketing groups for numerous OEMs.



### **BRENT DURHAM, CHIEF OPERATING OFFICER**

Having grown up in the Automotive Dealership setting, Brent has touched almost every role within a dealership. Brent understands the importance of being lean and making sure that when spending money on advertising, it has to bring the highest ROI and the lowest amount of waste.

After graduating from Northwood University, with a Bachelor of Business Degree, Brent went to work for Southeastern Honda as a sales consultant. Brent then went on to work for Preston Automotive Group (PAG) as internet manager in 2009, where after a few short months, PAG was on its way to exponentially increasing their digital footprint. In mid-2010, Brent served as the finance manager/business manager of Preston Hyundai. He then returned to his passion of marketing in 2011 and continued to build Preston Automotive Group's internet presence as the group's internet director.

In 2013, Dave Wilson Sr. (CEO and owner of the Preston Automotive Group) asked Brent to work with him on building a new business model focused on Automotive Digital Marketing. Returning to the Preston Automotive Group in 2013 as internet director, Brent worked on continuing the pursuit of further expanding Preston's digital and brand presence while working towards building the new iFrog business.

In April 2014, iFrog Digital Marketing officially launched. Working as the company's COO, Brent's role has expanded from being the driving force of Preston's digital marketing strategies to now also include the digital marketing plans for the multitude of dealerships across the U.S. that iFrog now partners with.

Brent has Bachelor of Business Degree from Northwood University and holds a M.B.A. from Old Dominion University focusing on international business and global marketing

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### **TIM WILSON, PRESIDENT**

Prior to joining iFrog, Tim Wilson spent over 20 years as an attorney in San Francisco and the Silicon Valley. As a founding and managing partner of his law firm, Tim's emphasis has always been on providing clients with highly personalized, results-oriented service, an abiding passion he brings with him to iFrog.

Tim's background includes work for clients established in the automotive industry and work for start-up companies, as legal counsel, general counsel and a board member. Tim brings extensive experience assisting clients with developing plans for strategic growth and laying the organizational infrastructure needed to ensure that businesses are well positioned to provide consistent, high quality services.

Tim's role in iFrog is to ensure that iFrog provides dealers with highly personalized, targeted services so that iFrog's mission of becoming a valuable member of a dealer's team is fully realized. Within iFrog, Tim works jointly with sales and

operations to guarantee that the promises iFrog makes on the frontend are delivered once iFrog becomes a member of a dealer's team.



### **JENNIFER SMITH, CHIEF MARKETING OFFICER**

Jennifer Smith is an accomplished automotive business leader; highly-skilled in Digital Marketing, Technology and Business Intelligence. She combines experienced strategy skills with a respected approach to business development, brand management, corporate initiatives, customer retention & marketing. Jennifer is responsible for operational activities in relation to online digital marketing, SEO, personalized database marketing, client retention and integrated OEM solutions.

Prior to joining iFrog, Jennifer managed the National Account for Toyota's OCPe Service and Parts Marketing Program for AutoPoint. From 2008 to 2015 Jennifer was Vice President of Business Development for OneCommand, she was responsible for developing and managing the Multi-Channel Parts and Service Marketing Partnerships with Kia, Ford, Chrysler, Dodge and Mitsubishi.

As Director of Dealer Operations, at Autobytel, Jennifer focused on lead generation, dealer enrollment and customer retention. Prior to Autobytel, Smith performed in-depth market studies and implemented innovative research strategies for Market Rep at Nissan Motors North America. Jennifer holds a B.S. in Computer Information Systems from the University of Maryland.