



**FOR IMMEDIATE RELEASE:**

**Mark Ohlgren Joins the Procon Automotive Team as the New  
Executive Sales Director for the West Coast**

*As the Automotive IoT space continues to explode, Procon adds experienced leaders  
and builds up its new automotive division.*

**Irvine, CA – May 31, 2017** — Procon Analytics, a global leader in connected car telematics, announced today the addition of Mark Ohlgren as Executive Sales Director to its Procon Automotive Division. Ohlgren will be focused on expanding Procon’s Automotive Telematics solutions throughout the Western part of the United States.

Ohlgren comes to Procon Automotive with nearly 20 years’ experience in emerging wireless technology and automotive IoT know-how from his leadership positions held at Verizon Wireless and Sprint. Most recently, Ohlgren was one of the Managing Partners at Verizon Wireless responsible for shaping the company’s Telematics and GPS Asset Tracking business with the launch of its automotive IOT services nationwide.

“We are excited to bring Mark on board to help us expand our west coast automotive division,” said Brian Boling, CEO of Procon Analytics. “Mark not only brings a strong dealer-centric philosophy to the organization, but also with his wireless background, he brings an extraordinary viewpoint into Automotive Telematics, Big Data and other emerging technology that will continue to shape our connected world today and into the future.”

In addition to pioneering the telematics build out in SoCal, Ohlgren launched Verizon in Alaska, the last US State to get Verizon 4G service. With a clean slate in Alaska, the worlds most advanced fiber only 4G network was designed and built out across the state bringing data speeds and content not available prior to the Verizon footprint. Ohlgren is a proven business leader driving revenue streams with SaaS, PaaS, IoT, Connected Car, Big Data and Cloud in our evolving tech environment [today](#).

"I am excited to be a part of the Procon Automotive team during the telematics and IOT explosion of innovation we are experiencing [today](#)," said Ohlgren. "It's like I stepped into a dream team full of industry leaders in connected car, telematics and IOT solutions. I look forward to the momentum of our niche as we continue dominate the field."

Procon Automotive is a division of Procon Analytics focused on providing new car automotive dealerships with aftermarket connected car telematics solutions. The company's comprehensive Dealer Inventory Management system is designed exclusively for new car dealerships. The advanced GPS management software enables dealers to track inventory, manage loaner inventory, prevent loss due to stolen vehicles, reduce cost, increase staff efficiency and increase customer satisfaction. Other benefits include increased service customer retention, eligibility for insurance discounts, easily manage inventory audits and more. Dealers receive all the above benefits plus add a strong new profit center.

For more information, visit: [ProconAutomotive.com](http://ProconAutomotive.com)

### **About Procon**

Procon Analytics, a global leader in automotive telematics, is dedicated to bringing better, more efficient, more value-driven connected car features, along with next-generation channel management processes, to US automotive retailers and lenders, while simultaneously innovating data, business intelligence and IoT solutions for the global automotive industry. Procon Analytics currently operates in the US, Canada and Latin America with a focus on creating big data solutions for the automotive industry.

For more, visit [www.ProconAnalytics.com](http://www.ProconAnalytics.com)

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