

DealerBuilt Executive Veronica Dunford Named to Women In Automotive Board

Latest board appointment adds industry veteran to help cultivate female leadership in auto industry.

Grapevine, Texas, April 7, 2021 - [DealerBuilt](#), an enterprise ceDMS™ (customer experience Dealer Management System) provider for automobile dealers nationwide, today announced that Veronica Dunford, the company's executive vice president of strategic partnerships, has been named to the Women In Automotive (WIA) board. WIA is the organization that champions the advancement of women in the automotive community.

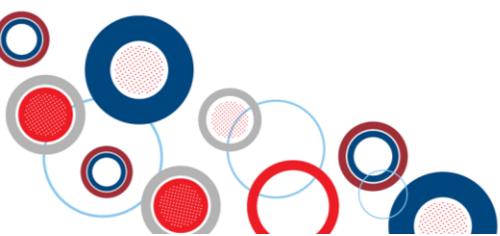
An industry veteran with more than 25 years of automotive retail experience, in her role at DealerBuilt, Ms. Dunford helps to drive the company's continued growth by fostering strong relationships with technology partners and OEMs as well as clients. Her tenure, experience and passion for building long-lasting business relationships will serve Women In Automotive in furthering its vital mission of cultivating female leaders in the auto industry.

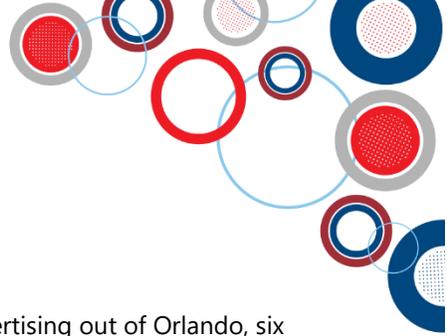
Stated Ms. Dunford, "I am thrilled to join the Women In Automotive board and have the opportunity to help this organization grow and advance its important mission. Attracting more women to automotive and supporting their development through quality training and mentoring is essential to the future success of our industry and I'm delighted to play a part in achieving these goals."

Added Jody DeVere, co-founder, Women In Automotive, "Women In Automotive is honored to have Veronica Dunford, Executive Vice President of Strategic Partnerships at DealerBuilt, join our board. Her insights, thought leadership, passion and experience mentoring women working in the automotive industry are a wonderful addition. We look forward to this collaboration of time and talent."

About DealerBuilt

DealerBuilt is relied upon by forward-looking auto dealers and dealer groups for its enterprise-class ceDMS™ (customer experience dealer management system) that empowers each client to realize their unique vision for their dealership. The company's modern, highly-customizable LightYear™ DMS platform is precisely tailored to each dealer client's business processes and enterprise transaction and reporting requirements, delivering exceptional ease of use for staff and actionable insights for managers. Founded by a CPA who owned dealerships, DealerBuilt has a strong legacy of co-innovation with dealers and serves as a trusted guide as clients optimize their use of technology to more efficiently, effectively, and profitably run their dealerships. DealerBuilt is co-headquartered in Grapevine, TX and Mason City, IA. For more information, visit www.dealerbuilt.com or call (888) 808-0733.





About Women In Automotive

Women In Automotive was founded by six industry female leaders in partnership with JKR Advertising out of Orlando, six years ago. The organization is missioned with improving the entire automotive industry by elevating the role of women within it. Through conferences, events, seminars and community engagement, the company champions the idea that women do belong in Automotive. The key is identifying and working to remove the obstacles that are hindering progress.

