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FOR IMMEDIATE RELEASE

Dealerskins Hires New Director of Search and Analytics

NASHVILLE, Tn. (PRWEB) October, 28, 2010 – Dealerskins, a division of Dominion Dealer Solutions and leader in automotive web solutions, has announced the addition of Ryan Pryor as the new Group Director of Search and Analytics.

With a solid background in automotive search engine optimization, marketing and analytics, Pryor will serve as a member of the management team at Dealerskins and XIGroup. In addition to leading a team of SEO/SEM specialists, he will be responsible for analyzing relevant industry data and developing trends to provide key input in the design and execution of ongoing product development for both companies. “Gaining customer insight will be a critical piece of our research and development process,” said Pryor. “My team’s goals will include interacting with customers to provide optimized digital marketing strategies. Through analysis of the marketplace and staying ahead of the latest technology, we will recommend the best tools and resources to provide a higher ROI for our customers.”

Pryor graduated from Belmont University in Nashville, TN. He has previous search and analytics experience working as a consultant with national accounts in the automotive, healthcare, restaurant and retail industries.

“We’re excited to have Ryan on board to drive our search and analytics efforts,” said Joe High, General Manager for Dealerskins and XIGroup. “With expertise in search engine marketing and analytics for both B2B and B2C companies, he brings a unique perspective and understanding regarding search and how to positively affect our customers’ bottom line.”

About Dealerskins

Dealerskins, a division of Dominion Dealer Solutions and leader in automotive dealer web services, has been building the most innovative dealer websites in the automotive industry since 2000. The company’s expertise comes from real-world dealership experience and a passion for listening and responding to dealers’ needs. With a staff of industry leaders that stays on top of the trends, Dealerskins is focused on designing beautiful websites and building comprehensive web tools for automobile dealerships while optimizing the car shopper’s experience to deliver more quality leads to car dealers. For more information, visit www.dealerskins.com.

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Learn more at www.DominionDealerSolutions.com.

Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, commercial vehicle, real estate, apartment rental, and employment industries. For more information, visit www.DominionEnterprises.com.

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