

## Cox Automotive Experts Take the Stage at NADA 2016

Automotive Industry Leaders from Cox Automotive Brands Host and Participate in Several Workshops and Panels in Las Vegas

ATLANTA, March 21, 2016 /PRNewswire/ -- Industry experts from the family of [Cox Automotive](#) brands will share industry knowledge and insights at the National Automotive Dealers Association Convention & Exposition (NADA 2016) in Las Vegas, March 31<sup>st</sup> – April 3<sup>rd</sup>. Speakers from the Cox Automotive groups will present practical industry insights and best practices in the following sessions:

- **Connect with Car Buyers in a Mobile-First World –**
  - Sessions:
    - March 31 – 12:15-2:15 p.m. – Room N112-N114
      - Andy MacLeay, director, Digital Marketing, Dealer.com
    - March 31 – 3:00-5:00 p.m. – Room N112-N114
      - Eddie Tyner, senior vice president, Sales, Cox Automotive Media
- **Attract and Retain Top Employee Talent –***Kathleen Korpita, vice president, Global Talent Management and Diversity, Cox Automotive*
  - Sessions:
    - April 1 – 10:30-11:45 a.m. – Room N210
    - April 2 – 8:30-9:45 a.m. – Room N259
- **Create a Blueprint: Thrive in Today's Digital World –***Paul Whitworth, vice president, Business Operations, Software Division, Cox Automotive*
  - Sessions:
    - March 31 – 2:00-3:15 p.m. – Room N210
    - April 1 – 10:30-11:45 a.m. – Room N261
- **Partner Through Positive Disruption –***Kevin Filan, vice president, Customer Marketing, Cox Automotive*
  - Sessions:
    - April 2 – 10:15-11:30 a.m. – Room N206
    - April 3 – 10:45 a.m.-12:00 p.m. – Room N220
- **Top Trends That Will Drive the Used-Vehicle Market –***Tom Webb, chief economist, Cox Automotive, and Mandy Savage, general manager, Manheim Detroit*
  - Sessions:
    - March 31 – 3:45-5:00 p.m. – Room N119-N120
    - April 3 – 10:45 a.m. – 12:00 p.m. – Room N112
- **Advertising That Influences –***Doug Keim, senior vice president, Client Experience, Manheim (formerly vice president, Strategic Growth, Autotrader)*
  - Sessions:
    - March 31 – 12:15-1:30 p.m. – Room N261
    - April 2 – 8:30-9:45 a.m. – Room N115-N117
- **Maintain Control of Your Retail Business Online –***Mike Burgiss, vice president, Digital Retailing, Cox Automotive*
  - Sessions:
    - April 2 – 8:30-9:45 a.m. – Room N114
    - April 3 – 10:45 a.m. – 12:00 p.m. – Room N228
- **Data Security Breaches-A Dealership's Biggest Risk –***Randy Henrick, Associate General Counsel and Lead Compliance Counsel, Dealertrack*
  - Sessions:
    - March 31 – 12:15-1:30 p.m. – Room N202
    - April 1 – 10:30-11:45 a.m. – Room N103

All NADA sessions are held in the Las Vegas Convention Center. For additional information about these NADA workshops and panels, visit [www.nadaconvention.org](#).

### **About Cox Automotive**

Cox Automotive, Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises, Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit [www.coxautoinc.com](http://www.coxautoinc.com).

Logo - <http://photos.prnewswire.com/prnh/20150915/266643LOGO>

SOURCE Cox Automotive

For further information: Lou Laste, Senior Director, Public Relations, Cox Automotive, 404.568.7791 (o), [Lou.Laste@Autotrader.com](mailto:Lou.Laste@Autotrader.com); Alison Von Puschendorf, Director, External Communications, Cox Automotive, 877.327.8422 x7366, [Alison.vonpuschendorf@dealer.com](mailto:Alison.vonpuschendorf@dealer.com)

---

Additional assets available online:  [Download Images \(1\)](#)

<https://press.autotrader.com/2016-03-21-Cox-Automotive-Experts-Take-the-Stage-at-NADA-2016>