

## **DealerSocket CEO To Deliver Keynote Speech At Trident University International's Graduation Ceremony**

*Trident University International will hold their 2016 Graduation Ceremony on July 30th at the Terrace Theatre in Long Beach, CA. The keynote speaker at this year's ceremony will be Jonathan Ord, the CEO of DealerSocket, Inc.*

Cypress, CA ([PRWEB](#)) April 28, 2016 -- [Trident University International](#) (Trident) will hold their 2016 Graduation Ceremony on July 30th at the Terrace Theatre in Long Beach, CA. The keynote speaker at this year's ceremony will be Jonathan Ord, the CEO of DealerSocket, Inc.

Ord has steered the growth of DealerSocket since its infancy, implementing a vision which has seen the company evolve from a passion project in his garage to one of the most important auto industry customer service tools currently on the market. The company was founded in 2001 and is based in San Clemente, CA.

“Jonathan Ord's business successes have been built on hard work and his personal philosophy of relationship building and helping others achieve their goals. His experience and insight will be a great way for Trident's graduates to culminate their educational journey,” said Travis Allen, President & CEO, Trident University International.

DealerSocket, Inc. is a leading automotive technology platform that helps dealerships in the United States, Canada and Australia improve profitability through a fully integrated suite of CRM, marketing, sales, service, customer experience, DMS, data mining, website, digital marketing, and inventory management solutions.

DealerSocket's advanced technology provides benchmarking data that paces the industry, and its insightful experts identify trends and develop strategic roadmaps that help dealers optimize processes and operate more profitably.

In addition to DealerSocket, Ord was the co-creator of InsurerSocket, which was sold in 2007. He sits on the Board of Directors for several companies and assists young entrepreneurs in his spare time. Ord and his companies have received several awards, including the Excellence of Entrepreneurship Award by the Orange County Business Journal, and he has been recognized as one of the “40 Under 40” by OC Metro in 2008. He's also an Ernst & Young EY Entrepreneur of the Year Award recipient (2014, Orange County) and judge. He earned both a bachelor's and master's degree from Brigham Young University in Provo, UT.

Trident, a leading 100% online post-secondary institution that offers degrees at the bachelor's, master's, and doctorate levels, is committed to its community of adult learners and over 28,000 alumni. Founded in 1998, the University is [regionally accredited](#) by the WASC Senior College and University Commission (WSCUC).

For any media inquiries, please contact Daniel Sloan at [daniel.sloan@trident.edu](mailto:daniel.sloan@trident.edu).

### About Trident University

Founded in 1998, Trident University International (Trident) is a leading online postsecondary university serving adult learners. Trident developed the Trident Learning Model, which employs case-based learning in an online setting to teach real-world relevant critical thinking skills to enhance the lives and careers of students. Trident offers high-quality bachelor's, master's, and doctoral degree programs, led by a qualified faculty team, over



80% of whom have doctoral degrees. Visit <http://www.trident.edu>, Trident's Facebook page, or call at (855) 290-0290 to learn more about Trident's wide range of bachelor's, master's, and doctoral programs.



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