



SiSTeR Technologies Names Leo Hillock Sr. to Board Of Directors

SiSTeR Technologies announced today the appointment of Leo Hillock Sr. to the company's board of directors. Hillock is a former automotive dealer and holds experience in automotive retail and internet marketing.

Dallas, TX ([PRWEB](#)) June 10, 2016 -- SiSTeR Technologies announced today the appointment of Leo Hillock Sr. to the company's board of directors. Hillock will serve as an independent director.

“We are fortunate to have someone with Leo’s experience and background in automotive retail and digital marketing join SiSTeR's board,” said Israel Alpert, SiSTeR Technologies chairman and chief executive officer.

Hillock was a Ford dealer and managing general partner at Powell Motor Company in Fort Lauderdale, Fla., from 1989 to 1997. His company merged with AutoNation in 1997 and Hillock served as president/general manager of the newly-named Maroone Ford until 2000.

In 2000 Hillock, along with other dealers from the Ford National Dealer Council, founded FordDirect, a joint venture between Ford Motor Company and its franchised dealers. He held numerous positions at FordDirect, most recently as co-CEO (2003 to 2011) and chief dealer relations officer until his retirement in 2015.

About SiSTeR Technologies

SiSTeR Technologies, based in Dallas, TX, is the premier provider of automated video production, distribution and vSEO for auto retailers, manufacturers, and industry partners. SiSTeR provides its clients with cutting-edge video marketing and EZ360, an automated system to capture and instantly publish pictures, interior 360° panoramic views, exterior 360° spins and full-motion video. EZ360 consists of a photo booth, lighting and a turntable operated through computer-integrated cameras. SiSTeR developed the Pic2Vid process that creates video using still images and TrueVoice™ technology.

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