



## **UIEvolution Hires Automotive and Media Expert Derek Rohloff to Lead its Strategic Partnership Growth**

*Automotive industry veteran will deliver innovative experiences to drivers*

Seattle, Washington ([PRWEB](#)) January 04, 2015 -- [UIEvolution, Inc.](#), a leading global vertical cloud SaaS provider delivering solutions to consumer-focused enterprise companies in the Automotive, Cruise and Hospitality industries, today announced the appointment of Derek Rohloff as Vice President of Automotive Worldwide Content & North American Sales. Mr. Rohloff will be responsible for the continued growth and development of UIEvolution's automotive content programs and North American OEM business development.

Derek comes to UIEvolution with more than 20 years of experience in the evolving automotive entertainment and content field. He was recently leading automotive strategic growth for iHeartMedia. His background also includes work with Visteon and Ford Motor Company. Derek's connection to the Detroit automotive ecosystem will be a valuable asset for UIEvolution as it continues to expand its automotive offering, customers and partnerships.

"UIEvolution is committed to delivering the most innovative and immersive automotive experience in the market," UIEvolution CEO and President Chris Ruff said. "By bringing in Derek with his deep experience and understanding of the connected vehicle infotainment market, we are showcasing our commitment as a dynamic organization that will continue to lead the development of a robust automotive ecosystem."

UIEvolution is one of the largest, private automotive certified connected services software companies in the world. UIEvolution has licensed its proven software technology for millions of in-vehicle systems worldwide, supplying some of the world's largest automotive OEMs and Tier 1 manufacturers including Toyota, Lexus, Clarion, DENSO, Fujitsu Ten, Pioneer, Panasonic and others.

For more information on UIEvolution's Connected Car program, [click here](#) or visit the UIEvolution Team at the Consumer Telematics Show January 5, 2015 and 2015 International CES January 6-8, 2015.

### About UIEvolution

UIEvolution is a vertical cloud software-as-a-service (SaaS) provider specializing in highly scalable products and services across a broad range of markets, tailoring Automotive, Cruise, Hotel, Retail and more. We understand that technology and connectivity should enhance, never distract, from life experiences. From our inception in 2000, and long before it was cliché, we have called this The User's Experience Matters. And for nearly 15 years we have made software and provided services that deliver this vision. Headquartered in Seattle with an office in Tokyo, UIEvolution has a proven track record with clients like Toyota, Lexus, Princess Cruises, Samsung, AT&T, Microsoft, Disney, Mitsubishi, and Panasonic. [www.uievolution.com](http://www.uievolution.com)



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