



Hana Shanaa Named Partner Optimization Manager of NADAguides

Hana Shanaa joins the NADAguides team bringing more than 20 years of digital marketing, e-commerce and integrated partner optimization experience.

Costa Mesa, Calif. ([PRWEB](#)) July 12, 2016 -- NADAguides, the largest provider of new and used vehicle pricing and shopping information is pleased to welcome Ms. Hana Shanaa as Partner Optimization Manager.

Ms. Shanaa joins the team with nearly 20 years of digital marketing, e-commerce and integrated partner optimization experience. Her background and strategic approach to integrated digital campaigns will be utilized to enhance current product and service offerings on NADAguides.com and future programs within the industries of autos, powersports, marine, RV and manufactured homes.

Prior to joining NADAguides, Shanaa was with Toshiba America Information Systems as the Senior Digital Marketing Manager where she was responsible for identifying new digital marketing channels, partners and targeted promotions as well as working with partners to maximize overall market reach and achieving optimal consumer satisfaction. Her efforts in this role drastically improved leads and overall profitability for the company.

Before joining Toshiba, Shanaa spent time with National Pen, Jarden Consumer Solutions, Office Depot and Viking Office Products in roles focused on e-commerce and digital marketing communications. Her background with digital commerce and direct-to-consumer marketing and managing of consumer online programs add to her vast knowledge of how to leverage successful partnerships in a meaningful way for host sites, partners and consumers.

“We are very excited to have Hana Shanaa and her deep level of digital commerce experience and insight within the NADAguides team. In her role as Partner Optimization Manager, Shanaa will be responsible for optimizing our integrated NADAguides.com partners providing competitive products and services sought after by consumers in the vehicle shopping and purchase stages. Shanaa will work seamlessly with our trusted integrated NADAguides.com partners to offer added value and enrich the consumers’ shopping process,” said Troy Snyder, National Appraisal Guides COO.

About NADAguides

NADAguides is the largest publisher of the most market-reflective vehicle pricing and information available for new, used and CPO cars, classic cars, motorcycles, boats, RVs, and manufactured homes. NADAguides offers in-depth shopping and research tools including, a broad range of data, products and services. NADAguides also produces software, mobile applications, raw data, web services, web-syndicated products and print guidebooks. National Appraisal Guides, Inc. is a strategic ally of J.D. Power and Associates.



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