

## **Dealer Authority Hires One Vice President, Promotes Another to Start New Year**

*As the automotive industry continues to find success, dealers are expanding their marketing efforts. Dealer Authority is meeting the demand by hiring and promoting additional executives in 2015.*

([PRWEB](#)) January 07, 2015 -- Automotive digital marketing firm Dealer Authority, in an effort to bolster their executive team and continue expansion into 2015, has hired Jeff Glackin as Vice President of Sales. In an unrelated but simultaneous move, they promoted Subi Ghosh from Vice President of Marketing to Executive Vice President.

The company, which focuses on content, search, and social media marketing for car dealers in North America, recently celebrated its first anniversary as a company.

"It's great to start the new year off with fresh, rejuvenated talent at the top," said Tyson Madliger, CEO and co-founder of Dealer Authority. "People are the heart and soul of our company, so picking the right ones makes a huge impact on our success."

Glackin is a sales veteran in the automotive industry, having spent the last 22 years with dealership vendors, including Reynolds and Reynolds, ADP Dealer Services, Dealer.com, KPA, and DealerOn. He has been characterized by clients as a "hands on" company representative who cares for his dealers in ways that standard sales executives do not.

"Jeff's a rockstar," said JD Rucker, President and co-founder. "He isn't shy and acts as a voice for his clients long after he's received his commission check."

Ghosh spent the previous six years as eCommerce Director for multiple dealerships and groups. Through 2014 as VP of Marketing, she helped the company by representing it at various industry conferences and throughout the digital landscape of social networks, blogs, and other publications. She will be speaking at the upcoming National Automobile Dealers Association Convention in San Francisco.

"We wouldn't be where we are today if it weren't for Subi," said Madliger. "She has been the glue within our executive team and has turned a startup into an example of strong company culture that makes the team proud of where they work."

This hire and promotion are the first stages of an expansion initiative for the company. It coincides with a new product launch scheduled to be released at the NADA Convention.

"Both Subi and Jeff are pillars of passion for the industry," said Rucker. "They are driven by the highest possible desire to see our clients dominate their markets. Both are ideal fits for this company and will make us awesome in 2015."

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