

Advantage/E-Z Rent-A-Car Announce Executive and Board Changes

Advantage/E-Z Rent-A-Car announces executive leadership appointments of Scott Davido, Al Farrell and Stewart Brown along with related organizational changes.

ORLANDO, FL ([PRWEB](#)) August 05, 2016 -- Mehrdad Memarpouri, CEO of [Advantage Rent A Car](#) and [E-Z Rent-A-Car](#) (AEZ), is proud to announce three executive leadership additions and related organizational changes.

“The high-level appointments of Scott Davido, Al Farrell and Stewart Brown increase our talent base significantly and will be critical to our ongoing success,” Memarpouri said. “They will accelerate the improvements we have made since our two companies merged a year ago and further expand our market share and profitability.”

AEZ’s names a new President, Scott Davido, who will be responsible for a number of crucial initiatives, including operations (all field locations), revenue management, marketing, call centers, risk, the Company’s Europcar relationship and airports.

He was most recently Senior Managing Director at FTI Consulting, focusing on operational and financial improvements. He brings with him broad experience in industries ranging from retail, transportation and logistics to healthcare; all industries with a strong focus on growth and customer experience. Serving in such roles as CFO, President and CEO, he has delivered successful financial growth and performance improvements while developing/implementing organizational strategic plans for both public and privately held companies.

Earlier in his career he was CFO at Calpine Corp., a multi-billion dollar power generation business, where he led the development of the company’s overall financial improvement plan that improved Calpine’s value by \$1 billion. He also was Executive Vice President, CFO and Treasurer at The Elder-Beerman Stores Corp., a 133-year-old department store chain.

Davido holds a BA in Accounting and a JD in law from Case Western Reserve University in Cleveland, Ohio.

AEZ names a new Chief Financial Officer, Al Farrell. He has been the CFO/COO of multiple private-equity backed companies in the areas of manufacturing, business-to-business services and asset rental. He comes to the company with more than three decades of finance experience, from private equity to investment banking, with deep expertise in corporate development, accounting, field operating systems, financial controls, modeling, budgeting and forecasting.

Most recently he was a Partner at ACM Capital Partners (ACM), where he focused on the restructuring and growth of private small- and mid-market companies involved in strategic transactions. Farrell began his career in investment banking at J.P Morgan & Company as a Vice President, and later Banc of America Securities LLC as a Managing Director.

Farrell holds a BS in Management Information Systems and Computer Science from the University of Minnesota and an MBA from the University of Chicago.

Finally, AEZ names a new Vice President of Revenue Management, Stewart Brown. Brown joins AEZ with

more than 30 years of revenue management and pricing strategy experience in rental car. He began his career at Alamo Rent A Car, eventually overseeing all revenue management and fleet for Alamo's European startup operation. He then worked at Dollar Thrifty as Vice President of Revenue Management, where he owned systems and processes that successfully delivered consistent revenue growth and margin expansion, via segmentation and adaptive pricing techniques. Brown has a successful track record developing Revenue Management capability in several companies seeking substantial transformation of their demand management and pricing capabilities while operating in multiple locations.

Bill Plamondon, former President of Advantage Rent A Car, moves to a seat on the company's strategic board.

"Bill will be advising both Scott and myself to ensure we maintain our competitive advantage in the car rental space," Memarpouri said.

Gabriel de Alba, Managing Director and Partner at The Catalyst Capital Group Inc., a private equity investment firm said "Senior leadership is now in a position to guide the company toward strategic and sustainable growth. I am pleased to have this talent on board to drive AEZ's growth."

###

About AEZ

AEZ, operating through its Advantage Rent A Car and EZ Rent-A-Car brands, is the fourth largest car rental company in the United States. AEZ operates nationwide, with 73 locations in 44 domestic markets, including 22 of the 25 major U.S. airports, and globally through its partnership with Europcar. AEZ draws on the strength of its combined companies to deliver superior service, choice and value for its customers.

For more information, visit Advantage.com or E-ZRentACar.com, or engage with AEZ on Facebook, Twitter, YouTube and Instagram.



Contact Information

Andrea Peters

Advantage Rent A Car

<http://www.advantage.com>

+1 954-732-5106

Online Web 2.0 Version

You can read the online version of this press release [here](#).