

Carmigo announces Daniel Kim as Chief Operating Officer

Kim joins Carmigo as Chief Operating Officer to help scale its operations. Carmigo is an online marketplace helping individuals easily sell their car for the best price at the comfort of their home by allowing dozens of local dealers to bid on cars.

TUPELO, Miss. ([PRWEB](#)) January 07, 2022 -- Carmigo, the leading online car-selling marketplace to help individuals to easily sell their car for the best price, announced today the appointment of Daniel Kim as its Chief Operating Officer.

Kim brings more than 10 years of technology experience in the automotive industry. He oversaw the post-merger integration of AutoTrader, KBB, vAuto, VinSolutions and Homenet into Cox Automotive as management consultant at Bain & Company and helped improve and standardize digital marketing for over 1,500 automotive dealerships as the founder and CEO of Orbee, a leading marketing cloud company designed exclusively for the automotive industry.

As COO at Carmigo, Kim will be working to help further create scalable processes in customer acquisition, refine Carmigo's business model and find the right investment and strategic partners to help Carmigo achieve accelerated growth in the coming years. Kim's unique and extensive experience in building technology companies and understanding of the automotive industry will aid in helping build Carmigo into a scalable company with the proper product-market fit.

"Andrew and the team at Carmigo have built an amazing industry-first consumer-to-dealership (C2D) auction platform to help consumers get the most for their vehicle while providing access to quality inventory to automotive dealerships," said Daniel Kim. "I'm excited to join this team to help Carmigo realize its vision in revolutionizing the way consumers sell their vehicles and the way dealerships source their inventory."

Kim joins Carmigo at a critical moment in the automotive industry where inventory shortages have created a need for dealerships to find non-traditional sources to procure vehicles and a need for consumers to find the best price for selling the car in a price-volatile market.

"We are very excited to welcome Daniel to Carmigo. Daniel brings extensive industry and tech company building experience which will help provide guidance for our young and fast-growing company," said Andrew Warmath, CEO and Founder of Carmigo. "We have learned so much in our first full year and I am excited to be working alongside Daniel to grow exponentially in the coming years."

About Carmigo

Carmigo is an online marketplace helping individuals easily sell their car for the best price at the comfort of their home by allowing dozens of local dealers to bid on these cars. Carmigo helps sellers turn their car into cash in under 24 hours while giving dealership partners access to quality used car inventory. Founded in 2021, the company has helped thousands of individuals sell their used cars with a 5.0 rating. Carmigo was founded in Tupelo, MS and currently serves the Nashville, Birmingham, Little Rock, North Mississippi and Huntsville market.



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