

# AutoLoop Appoints Alex Eckelberry as Chief Operating Officer

CLEARWATER, FL, UNITED STATES, June 27, 2016 /EINPresswire.com/ -- CLEARWATER, FL – June 27, 2016 – [AutoLoop, LLC](#), the leading provider of auto industry marketing and customer relationship management solutions that successfully drive the Sell, Service, Repeat cycle, today announced a new addition to its senior management team with the appointment of [Alex Eckelberry](#) as Chief Operating Officer. As COO, Eckelberry will be responsible for overall operations of the company.

“With the massive development and growth we’ve experienced recently, building out our management team is crucial,” said AutoLoop CEO Steve Anderson. “Alex’s combination of significant technical knowledge and years of software industry expertise will help us drive AutoLoop to the next level. We’re excited to have him on board and look forward to his contribution to our organization.”

Eckelberry’s highly successful thirty-year track record includes experience in product development, product management, marketing, sales, and

operations with leading software companies, beginning in Silicon Valley at Borland International. He later had a seven-year career at Quarterdeck (now Symantec and WebEx), a successful public company, where he held the positions of VP and general manager of Windows Tools and also served as the company’s CMO. In addition, he was a partner and executive vice president for Mijenix, now Kroll Ontrack, and worked in venture capital and private equity as managing director for Bulldog Capital Management (now part of Deloitte), an investment firm with \$1.4 billion of assets under management.

Eckelberry was also CEO of Sunbelt Software for eight years, leading the company through its rapid expansion and ultimate sale to GFI Software, where he then served as president of security products. Prior to his appointment as COO for AutoLoop, he was the CEO of Technology Growth Engineering.



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An industry thought leader, Eckelberry has been extensively quoted and interviewed in national press, radio and television, including BusinessWeek, the New York Times, USA Today, the Today Show, Fox News and NPR. He has held advisory and board member positions with multiple companies including Google-backed StopBadware and BlueStripe software, which was recently sold to Microsoft. He currently sits on the boards of SaaS companies Malwarebytes, KnowBe4 and Runaware.

“Contributing to a company’s growth, being part of its technological innovation and helping it make a positive difference to an industry is extremely rewarding,” Eckelberry said. “In just a few short years, AutoLoop’s unique platform has significantly improved business for millions of users, and I’m thrilled to be working with the management team and taking that progress even further.”

AutoLoop has created the industry’s only true [end-to-end complete single-vendor marketing and engagement solution](#) for streamlining operations and boosting dealer revenue. With full product integration, dealers are able to seamlessly access, utilize, manage and customize program modules, ensuring a streamlined workflow and eliminating the need for multiple products from various vendors.

Dealers interested in learning more about how to optimize the Sell, Service, Repeat cycle though AutoLoop’s full customer engagement suite can call 877-850-2010 or visit [AutoLoop.com](#).

About AutoLoop:

Since 2005, AutoLoop has helped automotive dealerships nationwide increase sales, improve client retention and achieve overall higher customer satisfaction ratings throughout the Sell, Service, Repeat cycle. With the AutoLoop Customer Engagement Suite—an all-encompassing platform that includes everything from CRM and automated messaging to equity mining, service scheduling and more—AutoLoop is the industry’s first and only single-vendor, end-to-end marketing and engagement solution. An Inc. 500 company with nearly 50 million names in its database and over a billion individual communications initiated, AutoLoop is passionate about being America's best customer retention partner for progressive dealerships.

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