

# CloudOne Hires Ceren Isildak as Director of Business Development

*Fast-growing tech company solves lack of effective inbound call handling for growing number of auto dealers & marketing companies*

VANCOUVER, WA, USA, October 18, 2016 /EINPresswire.com/ -- [CloudOne](#), a fast-growing technology company focused on consumer acquisition and end-to-end marketing solutions primarily in the automotive sector, today announced the hiring of [Ceren Isildak](#) as Director of Business Development. Isildak will be responsible for developing relationships with agencies who would benefit from CloudOne's automotive-specific [call center](#) to power their advertising campaigns; with automotive vendors who would benefit from CloudOne's call center and infrastructure to better serve their clientele; and will also seek out partnerships with other vendors to advance the company's technology and continuing development of innovative products.

Isildak has been heavily involved in the automotive business for the past six years and is well known and respected in the retail automotive industry, having previously worked at Dealer Communications (Digital Dealer Conference & Expo, Dealer Magazine) for three years handling Conference & Media Sales as well as the Speaker Program, where she helped grow the conferences' attendance and success. At the same time she served as Associate Publisher for Dealer Magazine, overseeing production of the monthly publication with an 18,000+ BPA audited circulation. Prior to that Isildak served as Director of New Business Development at Auto Park Car Sales & Rentals, where she received hands-on experience



in the retail automotive business.

“With recent developments and our huge growth it is important to build our team with members that have the right experience,” said Jim Crouse, CloudOne CEO. “Ceren’s strong reputation, her in-depth knowledge of this industry and her ability to build strong relationships and drive in new business make her a perfect fit for this position.”

CloudOne also provides powerful marketing solutions including data hygiene, email marketing, drip marketing and ROI reporting supported by its own proprietary data-driven call center. The “specialized” on-demand call center for dealers and marketing agents fulfills specific targeted campaigns such as “Bad Credit” or “Vehicle Buy Back,” ensuring a consistent customer experience that maintains the highest level of campaign performance while laser-focusing on niche campaigns. CloudOne also invests in systems and hires specialized talent to optimize targeted campaign performance. This enables marketing companies to design “turnkey” campaigns that generate tens of thousands of targeted customers every month with the knowledge that the inbound calls will be handled by highly skilled agents on behalf of the dealer to ensure successful campaign performance.

Commenting on her new position Isildak stated, “For me company culture is everything, which is why I decided to join the CloudOne family. In my new role I not only get to work alongside the clientele I’ve built relationships with over the past few years, but I get to be a part of a really cool company’s growth. They’ve built an amazing infrastructure here and continue to work on unique projects; I’m excited to be a part of that.”

For more information about CloudOne, or to schedule a demo, call 561-389-8406, or visit:

<https://www.cloudone.com/home/>

About CloudOne:

The challenge for both marketing companies and dealers is the lack of effective handling of the inbound call volume for targeted campaigns. With CloudOne, marketing companies can design “turnkey” campaigns that generate tens of thousands of targeted customers every month with the knowledge that the inbound calls will be handled by highly skilled agents on behalf of the dealer to ensure successful campaign performance.

CloudOne is a fast growing technology company that provides “specialized” on demand call center infrastructure to dealers and marketing agents to fulfill specific targeted campaigns such as “Bad Credit” or “Vehicle Buy Back”. This ensures a consistent customer experience that maintains the highest level of campaign performance by laser-focusing on niche campaigns.

The company invests in systems and hires specialized talent to optimize targeted campaign performance. This specialization means that the agents work performing the same tasks repeatedly and are able to achieve economies of scale, getting better and producing measurably higher results over time, ensuring repeat orders while decreasing attrition. Campaigns are supported by highly-skilled CloudOne agents and outperform campaigns supported by IVR, or direct-to-dealer, every time. This enhanced campaign performance supports repeat orders and strengthens the partnership between dealer and Agency. <https://www.cloudone.com/home/>

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This press release can be viewed online at: <http://www.einpresswire.com>

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