

Auto/Mate Names Patrick Reilly as New Head of Marketing

ALBANY, NY, UNITED STATES, December 5, 2016 /EINPresswire.com/ -- Auto/Mate Dealership Systems announced today that Patrick Reilly has joined its team as the new Head of Marketing. Reilly brings more than 25 years professional experience in marketing research, advertising, branding and strategy for technology companies and agencies.



In his new role Reilly will oversee the development of a corporate marketing strategy that will increase awareness of Auto/Mate's position as an industry leading DMS provider, fulfill its growth objectives and drive revenue.



In addition to having a great product, Auto/Mate has a compelling brand, story, company culture and message.

Patrick Reilly, Head of Marketing

"Patrick brings a wealth of marketing knowledge to this position and I'm excited to have his energy, expertise and guidance for achieving our ambitious vision for Auto/Mate's future," said Mike Esposito, President and CEO of Auto/Mate Dealership Systems.

Prior to joining Auto/Mate, Reilly held senior marketing positions with CommerceHub, a cloud-based retail marketing platform; and with Pitney Bowes Software, a global data, location intelligence and customer engagement solutions provider. His ad agency experience includes roles as EVP of Smith & Jones, and as President of Citrin-Reilly & Associates. Reilly has a proven track record of increasing customer engagement, lead generation and revenue while creating and implementing research-based marketing programs.

"In addition to having a [great product](#), Auto/Mate has a compelling brand, story, company culture and message," said Reilly. "I'm looking forward to executing a strategy that will convince auto dealers that this DMS solution is their best choice."

Auto/Mate's award-winning DMS product is ideal for large auto groups and single-store franchises. Automotive Management Productivity Suite (AMPS) is a cost-effective and user-friendly solution with many advanced features. Auto/Mate is the #1 DMS vendor in customer satisfaction and is known for its outstanding customer and technical support.

For more information, visit <http://www.automate.com> or call 877-829-7020.

About Auto/Mate

Auto/Mate Dealership Systems is a leading provider of dealership management system (DMS)

software to retail automotive dealerships, typically saving dealers thousands of dollars per month from their current provider. Our Automotive Management Productivity Suite (AMPS) is a user-friendly, feature-rich DMS in use by more than 1,200 auto dealers nationwide. Auto/Mate has received DrivingSales Dealer Satisfaction Awards in 2012, 2013, 2014 and 2015.

Auto/Mate's employees have more than 1,000 years of combined experience working in franchised auto dealerships, the foundation of its "Designed By Car People For Car People™" slogan. Auto/Mate is committed to winning its customers' business each and every month with no long-term contracts and free software upgrades. For more information follow us on Twitter @AutoMateDMS and subscribe to our blog at www.automate.com/blog.

Holly Forsberg
Carter West Public Relations
602-680-8960
email us here



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

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.