

# Thomas Richards Joins NCM Associates as VP of NCM Labs

KANSAS CITY, MISSOURI, USA, May 31, 2017 /EINPresswire.com/ -- NCM® Associates brings Thomas Richards on board to be Vice President of NCM Labs™ effective May 15, 2017. In this capacity, Richards will lead NCM's newest and much anticipated Labs division as well as its Software Solutions team.

Richards brings nearly 25 years of executive experience in developing and implementing sales strategies for such industry titans as Cox Automotive, vAuto, and DealerTrack. He also has experience in retail automotive, holding such dealership positions as finance director and general sales manager.

"With Tom, NCM has gained an incredible resource to champion our Labs project and software teams," said [Paul A. Faletti, Jr.](#), President and CEO of NCM Associates. "His strong sales and leadership background will bring sustainable growth and success to those divisions, our valuable clients, and NCM as a whole," he adds.

Richards received his bachelor's degree from Utah State University and climbed the ladder to his recent executive roles as VP of Sales of vAuto, then later VP of Sales at DealerTrack prior to joining NCM. Richards brings the full breadth of his experience to bear to ensure success as VP of NCM Labs.

"I'm honestly excited by innovation and the pure potential for growth at NCM," Richards explains. "I couldn't be more thrilled to be a part of this history-rich, employee-owned company; NCM has such diverse, hard-working associates at every level."



## About NCM Associates, Inc.

NCM Associates, Inc. is the originator of the automotive industry 20 Group peer collaboration process and has been providing dealership Benchmark® analytical data, education and consulting services to the industry since 1947. Located in Kansas City, Mo., NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark for Success program with new and pre-owned North American automotive dealerships and OEMs, as well as with businesses in 20 other industries. NCM is proud to be 100% employee-owned. For more information, visit [www.ncmassociates.com](http://www.ncmassociates.com) or call 800.756.2620.

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