

# Affinitiv Hits One-Year Milestone, Finalizes Executive Team and Expands OEM Partnerships

*Automotive marketing technology company enables OEMs and dealers to produce, manage, measure, and optimize multi-channel communications*



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-- [Affinitiv](#), a leading provider of marketing and technology services to automotive manufacturers and dealerships, is celebrating the one-year anniversary of its formation. Since combining four leading companies a year ago, Affinitiv has finalized its executive team with several notable additions and now has preferred relationships with a dozen OEMs. One or more of Affinitiv's marketing products and services are used in nearly 6,000 dealership rooftops.

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Making the sale is just the beginning. Creating a connected customer for life requires a whole new approach.”

*Scot Eisenfelder, Executive  
Chairman, Affinitiv*

Affinitiv's solutions allow dealers to utilize multiple digital channels to produce, manage, measure and optimize their messages. Affinitiv's access to exclusive data from auto manufacturers allow dealerships to effectively target customers and deliver the right message at the right time in the customer lifecycle.

“We know your customers. We know what they like and what they respond to. We know where to find them and how to

drive them to find you,” said [Scot Eisenfelder](#), Executive Chairman of Affinitiv. “Making the sale is just the beginning. Creating a connected customer for life requires a whole new approach.”

Affinitiv will soon unveil its complete, integrated platform that offers dealerships an end-to-end marketing solution designed to keep customers connected from the moment a vehicle sale is complete, to the moment they re-purchase their next vehicle. Affinitiv's approach is driven entirely by data and analytics, allowing dealers to gain a deep understanding of what motivates their customers.

“To increase customer retention, dealers need to get past using tactics like oil change coupons to draw in customers,” said Eisenfelder. “Our platform helps dealers understand what works and doesn't work from a communications standpoint, to keep their customers engaged and committed.”

One year ago four market-leading companies merged into a single entity to offer auto manufacturers and dealerships an end-to-end service marketing solution. The companies included DPS, Peak Performance, OneCommand and TimeHighway.com. Since then Affinitiv has acquired WSA Solutions, a provider of wireless service-tablet software to auto dealer fixed ops departments.

Affinitiv has recently finalized its executive team with several noteworthy additions brought on to propel the company forward, including:

Scot Eisenfelder, Executive Chairman. Eisenfelder is a 25+ year automotive market veteran who has held positions as Senior Vice President Strategy at AutoNation and Senior Vice President, Product Management, Strategy and Marketing at Reynolds and Reynolds. Eisenfelder has an MBA from Wharton School, graduating with distinction and a Palmer Scholar, and graduated summa cum laude in Economics from Princeton.

Adam Meier, Chief Operating Officer. Meier has nearly 12 years experience as CFO and board member for Brandmuscle, a Chicago-based provider of marketing automation software. In his position there Meier led the acquisition of four companies. His knowledge of integrating companies and technology solutions has helped move Affinitiv's vision forward.

Stan Megerdichian, EVP of OEM Relations & Strategy. Prior to Affinitiv, Megerdichian was President and CEO of Peak Performance Marketing Solutions, which he founded in 1991. Today he focuses on bringing the latest technology solutions to current OEM partners and forming new OEM relationships.

Hans Bodine, EVP of Sales. Previously Bodine worked for Cars.com for more than 18 years, helping to build a successful team of experts. While there, Bodine drove employee engagement scores above 90 percent, laying the foundation for the Affinitiv team's growing success.

Jillian Slagter, Chief People Officer. Slagter brings 20 years of HR and recruiting experience to her position. Prior to Affinitiv she spent 11 years with Nielsen as VP of HR where she supported global teams including Operations, Product Leadership, Client Service, and Human Resources.

Karen Dillon, EVP of Service Scheduling. Dillon has 30+ years experience in the auto industry in various sales, marketing and executive positions. In 1984 she became President of TimeHighway.com and established its brand as the automotive industry's leading service scheduling solution.

Kevin Winter, Chief Client Officer. Winter is a successful leader with more than 15 years experience in developing and managing automotive sales and service CRM programs for OEM clients. Prior to joining Affinitiv, Winter was with Epsilon for eight years and has also worked for R.L. Polk & Co.

In the past year, Affinitiv has continued to share its vision of creating [connected customers for life](#) with auto manufacturers. Currently a dozen OEMs are using Affinitiv aftersales marketing solutions to create loyal and repeat customers. Affinitiv's current OEM partners include BMW, Kia, Lexus, Chrysler, Volkswagen, MINI, GM, Porsche, Mitsubishi, Audi, Volvo and Maserati.

Headquartered in Chicago, Illinois, Affinitiv has seven offices across North America and India, and employees more than 500 team members.

For more information, visit [www.affinitiv.com](http://www.affinitiv.com).

About Affinitiv:

Affinitiv is a leading marketing technology company exclusively serving automotive manufacturers (OEMs), dealership groups, and individual dealers. Affinitiv enables its customers to produce, manage, measure, and optimize multi-channel communications to drive brand loyalty and increase revenue across the dealership. Affinitiv's digital and analytic capabilities offer an end-to-end solution that supports a consistent experience across the entire consumer lifecycle. Affinitiv was formed through the strategic combination of DPS, Peak Performance, OneCommand, and TimeHighway.com. Affinitiv is headquartered in Chicago, IL.

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