

# Automotive Industry Veteran Jessica Ruth Joins Clarivoy as VP of Product

COLUMBUS, OHIO, USA, March 6, 2018 /EINPresswire.com/ -- [Clarivoy](#), the auto industry's most trusted source for optimizing the performance of marketing campaigns, today announced that it has hired Jessica Ruth, formerly Digital Program Manager at Dominion Dealer Solutions, as VP of Product.

Commenting on the new hire, Steve White, Clarivoy CEO, stated, "Jessica is a vital addition to our leadership team where she will lead product creation and management for all current and new products. These responsibilities are critical to achieving Clarivoy's strategic goal: to provide dealers with a single complete view of how people buy cars and where to get their next sale. Her experience and background make her a perfect fit as VP of Product, where she will pioneer new product development, resulting in demonstrative revenue growth, increased market share and customer adoption."

Jessica brings more than ten years of auto industry experience to Clarivoy, successfully managing, launching and leading large software development projects. Previously she served as Digital Program Manager at Dominion Dealer Solutions, where she created new processes, products and efficiencies that led to improved customer product delivery.

Prior to that she served as Brand Manager with DealerFire, a responsive website and Digital Marketing Company that was later acquired by DealerSocket. Jessica managed brand presence across all digital platforms and secured multiple company awards each year. Earlier in her career she served as Brand Manager for DealerRefresh, a leading online community for the auto industry.

Jessica graduated from the University of Wisconsin- Oshkosh with a Bachelor of Arts degree in Journalism - News/Editorial.

"As I considered my next opportunity, it was important for me to join an organization that is trustworthy, progressive and rooted in their industry objectives. Clarivoy's mission of helping dealers



as an unbiased third-party provider aligned with my personal beliefs and professional goals. They are truly a dealer partner whose only interest is helping dealers succeed. I'm extremely excited to join such a great team," Jessica stated.

Clarivoy is the automotive industry's recognized leader at helping auto dealers discover what is really driving sales. Clarivoy provides dealers with a single, complete view of how people buy cars and where to get their next sale. Their ability to identify more customer touchpoints through Anonymous Attribution and unbiased Multi-Touch Attribution measurement solutions gives their clients an unfair competitive advantage when making marketing decisions.

For more information, or to sign up for a product demonstration, visit: <http://www.clarivoy.com>, drop by booth #763N at the 2018 NADA Show in Las Vegas, NV, March 23-25, or pre-schedule a meeting by clicking [here](#):

#### [About Clarivoy:](#)

Clarivoy is the auto industry's most trusted source of truth for optimizing the performance of marketing campaigns. Their measurement and identity solutions reveal more about their clients' customers, their advertising and their path to success so they can drive more sales. The company's proprietary TV Analytics solution was named the winner of the 2016 DrivingSales Innovation Cup Award for the Most Innovative Dealership Solution of 2016. Clarivoy's proprietary technology grants marketers incomparable visibility into their customers and campaigns – across all channels, all devices – online and offline. Armed with this new information, marketers can stop guessing and start knowing what is working and what is not. <http://www.clarivoy.com>.

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