

# SpinCar Expands into Specialty Markets with New Executive Hire

*Industry Executive Jim Jabaay Joins as Vice President, Specialty Markets*



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EINPresswire.com/ -- SpinCar, the

global leader in digital automotive merchandising software, announced today that Jim Jabaay has joined the company as Vice President, Specialty Markets. He will lead the company's accelerating growth in specialty sectors including RV, powersports, marine, outdoor power equipment, commercial trucking and heavy equipment/machinery. Jabaay previously served as President of

LotVantage, a leading provider of digital marketing solutions for specialty dealerships and auto industry service providers. A prominent speaker, Jabaay has been a featured presenter at Digital Dealer, America's Powersports Tradeshow (AIM), and the Marine Dealer Conference and Expo (MDCE).

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*Devin Daly, SpinCar Co-Founder and CEO*

SpinCar is expanding its executive team to support quickly growing demand for its digital merchandising and data platform in an increasing number of markets beyond

automotive dealerships, OEMs, and wholesale auctions. The company's products enable vehicle sellers to develop and activate an entirely new set of first party behavioral data with specialized applications that drive greater customer engagement, sales and marketing effectiveness. SpinCar's software and data are used by thousands of dealers, wholesalers and OEMs in 30 countries.

“Consumer demand for personalized experiences is growing exponentially across all markets,” said Devin Daly, SpinCar Co-Founder and CEO. “Specialty vehicle and equipment dealers continue to see strong demand, driven by growing interest in off-road, leisure and recreational activities, and effective online merchandising is critical to their continued success. Our business continues to expand as vehicle sellers of all types and sizes look to take advantage of data and technology that deliver the immersive, interactive digital experiences that consumers demand, particularly in our new reality. Jim's leadership and experience will enable us to rapidly scale our business in the specialty markets segment.”

At LotVantage, Jabaay held the roles of Vice President of Sales and Marketing, Company Vice President and President, leading the company to record highs in revenue and profitability while spearheading the development and commercialization of digital solutions for the automotive, powersports, marine, RV and outdoor power equipment segments. Previously, he served as Trade Operations Manager for Cox subsidiary DealerTrack, a global leader in automotive DMS and digital solutions. Earlier in his career, Jabaay held sales and business development roles at Manheim Automotive and began learning the business at his very first job, holding various positions at his father's dealership. An industry thought leader, Jabaay was recognized in both Auto Remarketing and Boating Industry's 40 under 40 and has also been a featured blog contributor for PowerSports Business and Boating Industry.

"SpinCar is leading the digital revolution in merchandising, personalization and first-party data in the auto retail and wholesale channels. The need for these capabilities to meet consumer expectations and succeed in an increasingly competitive market is no less urgent in specialty verticals like powersports, RV, marine and outdoor equipment," said Jabaay. "I'm thrilled to be joining SpinCar at this exciting time and I look forward to contributing to the team's success by introducing even more vehicle sellers, OEMs, and partners around the globe to this transformational technology."

#### About SpinCar

SpinCar offers automotive dealers, wholesalers, OEMs and third-party marketplaces the industry's most advanced platform for digital automotive merchandising. The company's suite of products build trust between buyers and sellers by bringing the physical showroom experience to car shoppers wherever and whenever they want. SpinCar's proprietary shopper behavioral data and digital technology applications enable vehicle sellers to deliver hyper-personalized interactions across the entire car buying journey. To date, the company has delivered more than 900 million shopper interactions across 30 countries. To learn more about SpinCar, visit [SpinCar.com](https://www.spin-car.com).

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