



STRATEGY & RETAIL INNOVATION | DATA ANALYTICS
& AI | AFTERSALES, SERVICE & FIELD MARKETING

JUNE 11-12 | RITZ-CARLTON MARINA DEL REY, CA

CXAUTO 2024

CXAUTO REMAINS THE ONLY SUMMIT DEDICATED
TO HELPING THE AUTOMOTIVE INDUSTRY
APPLY INNOVATIVE TECHNOLOGY TO CUSTOMER
DATA TO IMPROVE THE CUSTOMER EXPERIENCE.

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**WE LOOK FORWARD TO CELEBRATING OUR 20TH-ANNIVERSARY
SUMMIT WITH YOU AND YOUR TEAM!**

THE TLS CXAUTO SUMMIT SERIES IS EXCLUSIVE, RELEVANT AND FOCUSED:
BRINGING TOGETHER OEM DEALER & FINANCE TO LEVERAGE CX COLLABORATION
BEST IN CLASS SENIOR CX EXECUTIVE CASE STUDIES & THOUGHT LEADERSHIP
EXCLUSIVE NETWORKING ENVIRONMENT WITH LIMITED VENDOR PARTICIPATION
TAILORED CROSS-FUNCTIONAL AGENDA DESIGNED BY INDUSTRY LEADERS

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AUDI SQ8 ETRON SUV

NOT ONLY WILL THIS YEAR'S AGENDA FEATURE 3 AUDI RETAIL EXECUTIVES BUT WE
WILL ALSO BE ABLE TO TOUR A NEW MODEL ON THE MARINA DECK!

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CXAUTO 2024 | JUNE 11-12 | RITZ-CARLTON MARINA DEL REY, CA

2024 SPEAKERS



TUESDAY, JUNE 11



7:45-8:25 am **CONTINENTAL BREAKFAST**



8:25 am **OPENING REMARKS**

John Abel, Former Senior Director, Global Communications & Brand Integration - MAZDA and Partner - think



8:30-9:05 am **CASE STUDY**

Jeremy Beaver, Chief Executive Officer - DEL GRANDE DEALER GROUP

Modernizing The Customer Experience: Investing in Talent & Technology

DGDG's journey to boost efficiency, deliver experiences customers demand, and leverage data for increased growth. Jeremy will discuss their journey to develop tech-forward CX differentiating products such as:

- **Acquire Cars** – DGDG innovative tech helping dealers buy vehicles from the public, easily, quickly and hassle-free
- **DealerCloud** – Fully built customized CRM using Salesforce integrating e-commerce and business intelligence

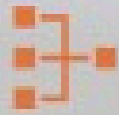


9:05-9:35 am **FEATURED INDUSTRY PARTNER**

Joe Shaker, Owner - Shaker Auto Group & CEO - TRUVIDEO

How We Used AI To Make Customer Service More Human

Communication is far and away the largest factor in customer satisfaction. And yet, most dealerships don't value communication nearly as much as they should. Whether it's missed calls, unanswered questions, poorly worded messages, language barriers and even background noise, there are lots of ways that dealerships make customers feel like nobody is listening to them. TruVideo Founder Joe Shaker will show us how AI fixes the communication problem. He'll walk us through AI that makes employees feel smarter, senses when customers are unhappy, helps people understand each other and gives everyone the confidence that their voice is being heard. And there's nothing more human than that.



9:35-10:10 am **OPEN: 15-minute slot ideas**

- **Making Your Tech Stack Work For You**
- **Maximizing Service Profits**
- **Creativity-Powered Commerce**



10:10-10:45 am **NETWORKING BREAK**



10:45-11:15 am **PANEL DISCUSSION**

Staying Competitive & Meeting The Expectations Of The Modern Customer: Maximizing The Dynamic Relationship Between OEMs, Retailers & Tech

Doug Eroh, President & General Manager LONGO TOYOTA and President - PENSKE MOTOR GROUP

Ryan Mayer, CEO – BIZZYCAR and ST CHARLES AUTOMOTIVE

Wally Burchfield, President – WHB & ASSOCIATES



11:15-11:50 am **CASE STUDY**

Robert Zeinstra, GM, Global Sales Support | Best in Town International - TOYOTA MOTOR CORPORATION

Pursuing Best In Town Around The Globe

Bob will take us on a world tour describing the operational priorities for Toyota's Global Network. The team helps stakeholders achieve Best in Town significance in Operations - Customer Services - CX and Sales Growth & Profitability through Toyota's Global Best Practice Sharing Network for 7000 Country-level Operators and Dealers in 160 countries. Additionally, he will highlight some examples of Performance Improvement Consulting Projects and Global Toyota Best Practices such as:

- **Innovating used car sales to drive growth and customer loyalty in the heart of Latin America**
- **Igniting and enhancing digital customer leads management in Vietnam**
- **Connecting new customers with Kinto Mobility Services unit**



11:50-12:20 pm CASE STUDY

Kit Kolbe, Retail Performance Consulting Manager, Western Region – AUDI OF AMERICA

Andrew Denham, Customer Experience Western Region Manager – AUDI OF AMERICA

Spencer Webb, General Manager - AUDI SALT LAKE CITY

Audi Retail Experience (A.R.E): Staying Relevant To Customers' Needs, Whenever and Wherever

Audi looks to discuss their modern retail framework on how to provide customers with premium shopping, buying and owning experience. A.R.E is a holistic, progressive, and customer-focused way of operation. Some of the key pillars to be discussed include:

- Omnichannel selling: specific enhancements on making a seamless transition for customers from shopping online to visiting in-store.
- Modernizing your online presence and selling process with improved website and digital retailing tools
- Creating simple and transparent experiences for customers in need of services which expand revenue



12:20 – 12:50 pm CASE STUDY

Kevin Frye, Head Coach of Marketing - JEFF WYLER AUTOMOTIVE FAMILY

Jade Terreberry, Senior Director Strategic Planning – COX AUTOMOTIVE

Navigating the New Road: Consumer Behavior Trends Shaping the Automotive Industry

Chart a course for the future with 'Navigating the New Road.' In this engaging session, Jade and Kevin will become your navigators through the ever-changing landscape of consumer behavior that is redefining the automotive industry. They will explore the latest trends in buyer preferences, automotive ecommerce retailing and provide practical strategies that can be directly applied to enhance your business operations and drive growth.



12:50 - 2:00 pm NETWORKING LUNCH



2:00-2:35 pm CASE STUDY

Joe Haley, National Manager, Marketing Strategy & Operations - KIA AMERICA

Inspirational Analytics: Solving Problems & Inspiring Ideas In A Data-driven World

Data-Driven is great. Data-Inspired is even better. Joe will discuss the importance of comprehensive reports that provide insights and inspiration for Executive leadership and team members.

It's not all numbers. There is a story there and you can use the information to construct the next chapter. Perfect for rising stars and middle management who need to provide valuable insights to leadership. Great for leadership who want a fresh perspective on what to listen for and when to take that risk.



2:35-3:00 pm FEATURED INDUSTRY PARTNER

Eric DeMont, Global Product Director – URBAN SCIENCE

Win or Learn, Never Lose: Using Defection Insights To Improve Close Rates And Grow Share

Eric will dive into Urban Science and the Harris Poll's latest automotive shopper and dealer survey results showcasing must-know industry insights for 2024. Current auto-buying trends are making it difficult for most dealers to know when shoppers have purchased elsewhere. However, in our latest case study, we showcase how the power of Urban Science's daily defection insights created actionable opportunities, ultimately leading to increased close rates and lower defection rates. Hear how dealerships can learn from their losses, increase close rates, and decrease defections.

TUESDAY, JUNE 11



3:00-3:35 pm CASE STUDY

Allen Levenson, Former Head of Sales, Marketing & Brand Analytics, Chief Data & Analytics Office - **GENERAL MOTORS**

A Successful Data & Analytics/AI Culture Starts At the Top: No, Not the CEO...the Board of Directors

- While data & analytics (D&A) and AI are among the hottest disciplines in Corporate America—devouring huge portions of IT budgets—most D&A investments fail.
- Companies embarking on a digital transformation quickly learn that accurate, clean, well-governed data is foundational to their efforts.
- However, while much has been researched on best practices for the management team to execute an effective D&A strategy, there has been little focus at the Board of Directors level.
- In this session, Levenson will draw up on his unique industry background which includes OEM (GM), public dealer group (Asbury) and vendor (equity mining pioneer Prospect Vision) roles, and discuss what it takes to get these issues on the Board agenda and actions the Board should take to ensure a transformative data culture flourishes.



3:35-4:00 pm **NETWORKING BREAK**



4:00 – 4:30 pm CASE STUDY

Nathan Hollenbeck, VP Marketing - **DEL GRANDE DEALER GROUP**

Steve White, CEO & Founder – **CLARIVOY**

Improving Retention & Cutting Wasted Ad Spend with Consumer Purchase Journey Data: The Ingredients

- DGDG's First-Party Data enriched with Cookieless IDs
- Marketplace Shopper Data via Clarivoy tracking code
- CTV & Programmatic Advertising (The Trade Desk)
- Ad exposure logs
- Identity Resolution
- Multi-Touch Attribution



4:30-5:00 pm **PANEL DISCUSSION**

Rebecca Caldwell, Product Innovation & Integration - **FORDDIRECT**

Tom Thomas, VP Data Strategy, BI & Analytics – **FORDDIRECT**

Atul Patel, Co-Founder & CEO - **ORBEE**

Unifying Customer Journeys from OEM to Dealerships

This session will spotlight three pivotal stages of a car shopper's journey—interactions at the OEM level, engagements with automotive vendors such as vehicle listing marketplaces or chat widgets, and direct interactions with the dealership. Discover how data from these distinct but interconnected paths can be leveraged to create a cohesive and highly personalized customer experience.

The speakers will discuss the integration of cross-tier analytics to provide a granular view of customer behaviors and preferences. Learn how dealers can utilize this comprehensive data to not only understand but also anticipate customer needs, tailor their marketing strategies effectively, and enhance operational efficiencies. The discussion will also share insights into the efforts Ford is taking to empower their dealerships with enriched customer journey data, ensuring that dealers are equipped with the tools they need to succeed in a competitive landscape.

TUESDAY, JUNE 11



5:00-5:30 pm **CASE STUDY**

Katie Garren, Chief Financial Officer - **SIMMS AUTO GROUP**

Savannah Simms, Marketing & Business Development Director - **SIMMS AUTO GROUP**

When Starting Of With A Clean Slate: Voices From The Frontline Matter Most

Katie and Savannah will guide us through the meticulous steps they undertook in the development process to lay the foundation for their new automotive group corporate culture, mission and guiding principles using the invaluable insights from their frontline employees.

Their narrative will highlight the systematic approach they followed to encourage open communication and feedback and emphasize the profound influence of firsthand perspectives in steering projects to fruition. They will also discuss how the culture, mission and principles will be reflected in the brand and how they will inform decision-making and daily operations.



5:30-6:30 pm **NETWORKING RECEPTION**



6:30-8:30 pm **SPEAKERS DINNER BALLROOM TERRACE (Invitation only)**

Day 2 continued next page
WEDNESDAY, JUNE 12

WEDNESDAY, JUNE 12



7:45-8:25 am **CONTINENTAL BREAKFAST**



8:25 am **OPENING REMARKS**

Gray Scott, Founding Member - **AUTO GENIUS**



8:30-9:05 am **CASE STUDY**

Kevin Frye, Head Coach of Marketing - **JEFF WYLER AUTOMOTIVE FAMILY**

Leveraging AI To Best Serve The Modern Shopper

Kevin will reveal the 2023 Jeff Wyler User Experience study results, where they brought multiple car shoppers from different backgrounds into our studio to best learn how to leverage AI in our modern-day car buying experience. He will discuss how shoppers feel about AI, how they feel it can make their car shopping journey better, and how to create lifetime shoppers. And finally, you will see a futuristic video showing you how you can combine AI, GA4, and the data from a CDP to create the optimal car ownership life cycle.



9:05 – 9:35 am **FEATURED INDUSTRY PARTNER**

Ron Andrews, VP Business Development **CARS COMMERCE**



9:35-10:00 am **PANEL DISCUSSION**

The Evolution Of Automotive Integrations

Carol Marshall, Chief Operations Officer - **ACTIVENGAGE**

Atul Patel, Co-Founder & CEO – **ORBEE**

The discussion will shed light on how automotive retail integrations have become increasingly powerful-often surpassing those in other industries, providing dealers with invaluable insights on their role in driving operational efficiency and enhancing customer experience



10:00-10:30 am **NETWORKING BREAK**



10:30-11:00 am **CASE STUDY**

Jarrold Kilway, VP of Digital Operations **CASA AUTO GROUP**

AI, Automation, and Accountability in the Automotive Industry

- The Rise of AI and Automation in Automotive
- Enhancing Customer Experience with AI and Automation
- The Accountability Challenge
- Balancing Innovation with Accountability



11:00-11:30 pm **PANEL DISCUSSION**

The Human Touch In A Digital Age: Balancing Tech & Personalization

- Breaking down customer barriers with AI
- Improving customer satisfaction, loyalty and boosting employee productivity
- Overcoming language barriers

Greg Iverson, Internet Director - **SOUTH BAY LEXUS**

Savannah Simms, Marketing & Business Development Director **SIMMS AUTO GROUP**

Chuck Kendig, CEO - **ACCELERATED MARKETING PARTNERS (AMP)**

Gray Scott, Founding Member - **AUTO GENIUS**



11:30-12:00 pm **FIRESIDE CHAT WITH KIA**

Using AI To Conquest Current Customers & Building Better Shopping Experiences

Lizz Callaway, Product Manager II - **MICROSOFT AUTOS**

12:00 pm **END OF SUMMIT**

2024 SPONSORS



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WHO YOU WILL MEET: CXAUTO ATTENDEES ARE MANAGER AND ABOVE INCLUDING C-LEVEL, SVP, AND SENIOR DIRECTORS RESPONSIBLE FOR:

- CUSTOMER EXPERIENCE
- MARKETING, BRANDING & DIGITAL
- OEM PRODUCT LINES
- DEALER MANAGEMENT (PRINCIPAL, GM, CMO, CTO, CFO)
- TECHNOLOGY INNOVATORS
- MEDIA, NEWS AGENCIES & JOURNALISTS
- ADVERTISERS, AD PLATFORMS & EXCHANGES
- NEW BUSINESS STRATEGY
- AFTERSALES & AFTERCARE
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PAM WALTER, VP DEVELOPMENT**

ATTENDEE COMPANIES



PAST ATTENDEE SAMPLING

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Acxiom
Adobe
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Alida
American Honda Motors
American Honda Motors
Amp Partners
Audi of America
Audi of America
Audi of America
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Bar Automotive
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Cardinale Auto Group
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El Cajon Ford
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FordDirect
Foundation Automotive
Fresno Acura
Fresno Acura
Garage Team Mazda
GPO
Holman Automotive Group
Holman Automotive Group
Holman Automotive Group
Holman Growth Ventures

Head of Marketing
CEO
VP Enterprise Sales - Automotive
SVP, Industry Managing Director
Head of Industry Strategy, Automotive & Mobility
AVP, Strategic Accounts
Global Director, Mobility
Department Head of Customer Data Lab
ECRM Database Management Supervisor
CEO
Manager, Audi Experience
Retail Performance Manager
Director of Retail Buying Experience
Regional Manager, Customer Experience
Founding Member AG
Director of Product Strategy
CTO
President
Fixed Ops Doc
Corporate Secretary
Chief Operating Officer
Director of Marketing - Digital & Field
Chief Marketing Officer
Executive General Manager
General Manager
VP of Variable Operations
VP of Sales
Corporate Controller
Senior Director, Survey Services
Director of Data Science & Business Intelligence
VP Strategic Partnerships
Chief Executive Officer
SVP, Strategic Relationships
CMO
Chief Revenue Officer
Marketing Specialist
Managing Director
President
SVP Automotive Client Services
President
Account Director
Chief Futurist
CX Director
Manager, Social Media Global Contact Centers
Manager Product Innovation
Data Strategy Director
Product Manager
Vice President Of Marketing
Dealer Principal
Marketing Director
Sr. Performance Media Analyst
VP Client Partnership
SVP Dealership Operations
VP Customer Engagement Center
VP, Customer Experience
CEO

PAST ATTENDEE SAMPLING

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Hyundai Autoever America
Hyundai Motor America
Hyundai Motor America
Hyundai Motor America
Impel
Infomedia
Infosys
Jeff Wyler Automotive Family
Kelly Automotive Group
Mazda North America
Mazda North America
Mazda North America
Mazda North America
Mazda North America
Merchant Resource Group
Meta
Mitsubishi
MyStar
NADA
Nissan North America
Nissan North America
Nissan North America
Nissan North America
Nissan North America
Nissan North America
Nissan North America
Novo Insurance
Orbee
Orbee
Paccar
Patriot Automotive Group
Patriot Automotive Group
Proactive Dealer Solutions
Quantum5
Qvale Auto Group
Realtime Feedback
Reddit
RepairPal
RepairPal
RepairPal
RepairPal
Reynolds & Reynolds
Reynolds & Reynolds
Reynolds & Reynolds
RL Frey
Rohrman Auto Group
Scotiabank
Scott Clark Auto Group
Servco Pacific
Servco Pacific
Shaker Automotive Group
SimplePart
SimplePart - Infomedia
Simplus
Sitecore

Dealer/Partner
IT Project Manager
Senior Group Manager., Field Operations
Senior Manager, Owner Marketing
Senior Manager, Owner Connect Marketing
VP Enterprise Sales
Strategic Sales Leader
AVP Automotive & Captive Finance Services
Head Coach of Marketing
Vice President and Partner
Director, Marketing Management Office
Sr. Manager, Aftersales Strategy
Project Mgr, Service Experience
Senior Manager, Customer Engagement
Program Manager, Service Programs
V.P., Partner Success
Digital Retail Lead
Sr Manager Customer Journey & Loyalty
President
Dealer Management Consultant, 20 Group
Director, Customer Experience & Digital Platforms
Sr Manager Aftersales Marketing Technologies
Senior Manager, Customer Quality
Director Aftersales Marketing & Technology
Aftersales eCommerce Manager
Sr. Manager, Service Marketing
eCommerce Marketing Senior Planner
Former VP Product Marketing
Chief Commercial Officer
CEO and Co-Founder
Director of Technology, Financial Services
CEO / President
Performance Development Manager
Business Development
Vice President
Executive Manager of Operations
Managing Director
Head of Automotive, Automotive
Sales Manager
Director, Marketing and Content
Director, Dealer Sales and Service
CEO
Account Executive OEM
Director, Sales OEM
Account Executive, OEM
Principal
Sales, Digital Retailing and Implementation Director
Product lead
Service BDC Manager
Director of Data Visualization and Analytics
CX Product Owner
CEO
Director of Product & Corporate Strategy
VP Business Development
Sales
Global Director, Industry Strategy and Marketing

PAST ATTENDEE SAMPLING

Soft Clouds
SoftClouds
Southeast Toyota Distributors
Southeast Toyota Distributors
Southeast Toyota Distributors
Strategic DX
Subaru of America
Subaru of America
Subaru of America
Team One
Team One
The Garage Team Mazda
The Niello Company
The Niello Company
The Rikess Group
Toyota
Toyota
TruVideo
TruVideo
TSD Mobility Solutions
TSD Mobility Solutions
Unite Digital/Mitsubishi
Upstart
Upstart
Urban Science
Urban Science
UVeye
UVeye
Warren Henry Auto Group
Wunderman Thompson

Founder & CEO
GVP - Sales
Manager, Digital Media
Manager, Marketing Administration
Marketing Data Analyst
CEO
In-Store Digital Platform Specialist
Director Financial Services
National Owner Loyalty Manager
Director Audience Intelligence
Sr. CRM Strategic Analyst
Digital Account Executive
Marketing Director
Fixed Operations Director
CEO
Sr. Manager, DCx Aftersales
Manager, Aftersales
Sr. VP Product
CEO
President
Senior Performance Manager
CEO
Director of OEM and Strategic Partnership
Enterprise Sales Manager
Global Product Director
Senior Manager Business Development
Marketing Communications Director
Chief Marketing Officer
Marketing and Digital Experience Director
Account Director