



## PRESS RELEASE

For Immediate Release

### **Top Industry Leaders to Discuss Innovation and Disruption of the Commercial Industry**

CHICO, Calif., Feb. 21, 2019—Work Truck Solutions, the company helping commercial dealerships and manufacturers simplify their business through software and data, along with Fleet Management Weekly, are co-hosting a panel discussion with some of the industry’s trailblazers at NTEA’s Work Truck Show.

The event, titled *Commercial Opportunity in a Time of Innovation*, will cover pressing topics in the work truck industry today, such as local fleet opportunities derived from new ownership models, final mile delivery, and other services; the impact of buyer behavior and new products in the commercial space; and how innovation in AI is changing sales and marketing strategies.

The panelists include Cliff Banks (The Banks Report), Todd Madeiros (recently from eBay Motors), Nate Klebacha (Haig Partners), John Pas (Spincar), and Adam Seifert (ARI). Together, they bring experience from fleet management, technical automotive data solutions, parts and accessories eCommerce, automotive media, digital marketing, and other segments of the industry.

“The commercial industry is in the midst of unprecedented change due to disruption and innovation,” said Kathryn Schifferle, founder and CEO of Work Truck Solutions. “This event gives those invested in commercial a chance to understand these changes from perspectives of leading journalists, executives, entrepreneurs, and innovators in the automotive space.”

The panel, moderated by Schifferle, will take place on Thursday, March 7<sup>th</sup> from 11:30 am to 1:00 pm in room 132-133 at the Indiana Convention Center. Attendance is free, but pre-registration is recommended.

### **About the Speakers**

[Cliff Banks](#) is an award-winning journalist with nearly 30 years in the automotive space, and the founder of The Banks Report, a newsletter providing industry intelligence and predictive analysis to investors and executives interested in automotive and technology.

[Todd Madeiros](#) is an early alumnus of eBay, an entrepreneur who built and bought his own eCommerce parts, accessories, and vehicles businesses (Open Road Ventures and All Things Jeep), and was the GM at eBay Motors where he oversaw merchandising with P&L responsibility for U.S. sales across three business units.

[Nate Klebacha](#) is co-founder and partner at Haig Partners. He previously served as the Vice President and Principal at The Presidio Group; Senior Associate of Corporate Development at Ashbury Automotive, and speaker at American Truck Dealer Association Convention and Auto Team America

[John Pas](#) serves as SVP Business Development at Spincar, a 360° WalkAround® technology with AR (augmented reality). Pas has a history of innovation through ecommerce and automotive business development including with BlackBook, AutoTrader, and most recently as Senior Vice President, Global Client Services for AutoData.

[Adam Seifert](#) is a Certified Automotive Fleet Manager and leads a team of consulting analysts in Business Intelligence & Analytics at ARI. Seifert previously managed a fleet of last mile delivery vans for Need It Now, an Amazon Delivery Service Provider, and currently serves on the Board of Directors for NAFA Fleet Management Association.

[Kathryn Schifferle](#) has served as CEO of Work Truck Solutions since founding the company in 2011. Her deep understanding of the work truck industry came from her time as Executive Director of the National Ford Truck Club. Schifferle previously held key executive roles at Balestra Automotive Marketing and Multi-Image Network, where she was founder and CEO.

## About Work Truck Solutions

Work Truck Solutions provides solutions that optimize a dealership's commercial business and offers their buyers a rich inventory experience online. Through partnerships with major OEMs, body manufacturers, distributors, and other industry stakeholders, Work Truck Solutions helps the entire industry work better together and sell more trucks. Find out more by visiting [www.worktrucksolutions.com](http://www.worktrucksolutions.com) or emailing [info@worktrucksolutions.com](mailto:info@worktrucksolutions.com).