

Auto Remarketing Magazine recognized leaders in the industry

CITRUS HEIGHTS, CA, July, 7 2011 - Our own Claudia Plascencia makes the list of *who is who* in Auto Remarketing Magazine. Auto Remarketing Magazine announced a list of top industry leaders. Along with some of the nominations, Ricky Beggs, Black Book; Joe George, Manheim Online Solutions; Paul Lips, Adesa; we are honored and proud that Claudia, our SVP was recognized for her contributions to the industry through Repo Remarketing. It is her drive for perfection delivering solutions that pay by aligning with power of credit union aggregation that is recapturing more bottom line money for our partners. Thank you Claudia! ~ Lance Gartner, CEO, Repo Remarketing.

Auto Remarketing Recognizes Industry Leaders

Who's Who in Remarketing

Auto Remarketing sought nominations from throughout the industry and country for this special section of top leaders. With dealers focusing even more attention and investment in their used-vehicle departments, this industry continues to gain more and more mainstream notice. Because of spacing constraints, we could not include everyone nominated; however, we will more than likely do a similar feature next year, so stay tuned to AutoRemarketing.com and *Auto Remarketing Today* for nomination opportunities.

—Jennifer Reed,
Automotive Group Editor

Who's Who in Remarketing: 2011



VINCENT NELSON
Kelley Blue Book

development of sophisticated forecasting models, resulting in formidable analytic capabilities, allowing businesses and consumers to look to Kelley Blue Book's weekly values as the most trusted in the industry.

"Vince's work allowed us to eliminate the standard paradigm of inflexible systems that can only provide values based on historical vehicle sales," said Paul Johnson, president and chief executive officer of Kelley Blue Book. "His vision for advanced statistical models ensures that all of Kelley Blue Book's values take into account current economic factors and catalytic events to project what values will be next week, next month and even further in the future, rather than what they sold for at auction last week. Nelson's efforts have inherently changed the way we do business; it has changed Kelley Blue Book's DNA. The company's 85-year history has earned us our pedigree, but the implementation of this new valuation system changes the future of our business."

Vincent Nelson is the executive vice president of analytic insights for Kelley Blue Book. His chief responsibility is the development and management of Kelley Blue Book's information assets, which power the company's products and services.

Nelson leads Kelley Blue Book's efforts in implementing a new multi-million dollar, state-of-the-art vehicle information management system (VIMS), positioning the company to deliver unprecedented market insights and provide the most accurate vehicle information in the industry.

To achieve his goal, Nelson proposed a massive increase in data collection, transparency into the company's processes and



CLAUDIA PLASCENCIA
Repo Remarketing

Claudia Plascencia is the vice president of sales and operation at Repo Remarketing, a company she joined in 2009. Before her current post, she served as senior operations manager for the company. Other roles Plascencia held prior to joining Repo Remarketing include her position at Digital Insight as a national account executive. In that role, she handled credit union partner accounts. Her prior experience also includes her work at Autoland, where she was a sales and marketing consultant. Her career experience dates back more than two decades.

"I have had the privilege of working with Claudia over the last two years both in my position as vice president, business development for Repo Remarketing and as a private business development consultant," said Dorothy Drake, who now works in the latter role.

"Claudia's strength and contribution to the repossession/remarketing industries is in her ability to strategically an-

alyze, plan and transform processes to increase net returns for Repo Remarketing's clients," she added. "These contributions have been illustrated through her ability to develop solid plans that impact returns through an understanding of the systems that her clients use and offering tangible process suggestions for real solutions that can be realized immediately and in to the future."

"Claudia has consistently formed strong partnership alliances by connecting with clients and vendors alike on a personalized individual basis, based on their needs," Drake continued.