

EXECUTIVE PORTFOLIO RÉSUMÉ • 2026

Earl Brown

Global Marketing Executive. Brand champion.
Billions in Revenue Outcomes.

Twenty years building automotive brands, dealer revenue engines, enterprise pursuit narratives, motorsports partnerships, consumer campaigns, and AI-first marketing organizations.

Dallas-Fort Worth • (702) 409-6556 • earl_brown@live.com
 earlbrown.work • linkedin.com/in/earl-brown-771a4453

+42.6%

YOY MQL GROWTH, WITH A FLAT BUDGET

8-figure

ANNUAL MARKETING BUDGET OWNED

8-figure

ENTERPRISE RFP WINS: LITHIA, STEELE, BRP, MAZDA

20:1

COMPANY-BEST FLAGSHIP EVENT ROI

AWARD-WINNING WORK, 2025 TO 2026

Best of the Best
 AUTOSUCCESS • NADA
 2026

Dealers' Choice Gold
 AUTO DEALER TODAY •
 VEHICLE TRACKING
 2026

Solution of the Year
 AUTOTECH
 BREAKTHROUGH •
 VEHICLE TRACKING
 2025

Telematics Company of the Year
 AUTOTECH
 BREAKTHROUGH • 2026

Brand strategy is only interesting when it shows up in **pipeline, enterprise wins, and a new category**. This portfolio is the proof.



EXPERIENCE

Multi-faceted full-stack execution & global communications leadership.

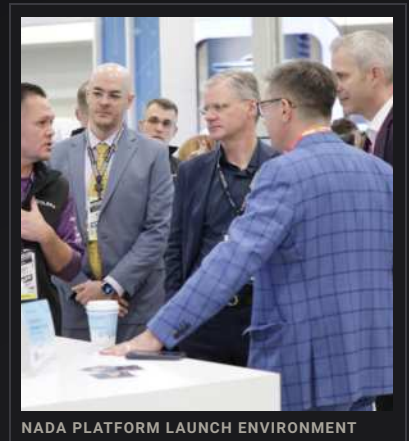
Solera Holdings, LLC · Dallas–Fort Worth Metroplex

Jun 2025 – Present

Director of Marketing | North America · Dealer

Leads brand and integrated marketing for the largest pillar of business within Vista Equity Partners' flagship portfolio company, carrying one platform story across Dealer, Repair, Insurance, Fleet, and the Solera AI Engine.

- **Architected the Thrive here.™ global platform brand**, secured executive sponsorship, drove the visual refresh, and unified the DealerOS story across product, sales, events, press, and international activation.
- **Owns an eight-figure annual marketing plan and budget**, optimizing spend across demand generation, enterprise ABM, flagship events, motorsports partnerships, PR, content, field, and sales enablement.
- **Runs the revenue marketing engine behind the platform**, with visible dashboard gains from FY25 to FY26: MQLs up 42.6%, SQLs up 22.9%, SAOs up 16.3%, WON count up 38.0%, and WON revenue value up 37.2%.
- **Leads enterprise pursuit marketing behind seven-figure RFP/RFQ wins**, including Lithia Motors, Steele Auto Group, BRP Powersports, and Mazda North America, partnering with sales leadership, product, engineering, finance, legal, and, very closely, the executive office.
- **Secured four national industry awards in one year**: AutoSuccess Best of the Best (NADA 2026), the Auto Dealer Today Dealers' Choice Gold Award for LoJack in Vehicle Tracking (2026), AutoTech Breakthrough Vehicle Tracking Solution of the Year (2025), and AutoTech Breakthrough Vehicle Telematics Company of the Year (2026) for Solera, across LoJack, GoldStar, and FleetLocate.
- **Owns Formula 1 and NASCAR partnership programming**, including Mercedes-AMG PETRONAS F1, Hendrick Motorsports, and Zeigler Auto Group Racing partnerships and activations, plus producing and directing a large volume of diverse driver and celebrity athlete media projects.
- **Serves as an on-record executive voice for the platform**: bylined trade cover stories, Automotive News coverage, podcast appearances, conference stages, and on-camera interview series.
- **Stood up an entirely new business vertical for LoJack in national and local law enforcement**, taking the free LoJack LE app from launch to more than 16,000 law-enforcement users across agencies in 47 states, with recovery storytelling that connects consumers, dealers, and police.
- **Leads government affairs and industry advocacy in Washington**, lobbying on behalf of franchise dealers, independent dealers, OEMs, and the automotive industry at large: NIADA Policy Conference sponsor in 2025 and 2026, elected cohort leader on Capitol Hill, and an eight-point policy agenda carried into Senate and House offices.
- **Scaled and promoted the Solera Foundation's global initiatives**, taking WIND (Women In Dealerships) from a U.S. movement to an international platform named one of El Mundo's 100 Best Ideas, alongside the WOCAN Leadership Academy and the Global Circularity Consortium.
- **Reshaped the marketing organization into an AI-first operating model**, skilling up creative, social, email, web, video, and events teams, automating high-volume production, and redeploying that capacity toward strategy, campaigns, video, and events, with measurable gains in productivity, efficiency, and reach.
- **Conceived the DealerOS platform concept with product leadership**, consulting product teams toward an AI-first product set and connecting disparate dealer systems into one evolving, extensible, modular platform, a new category in dealer software.



Career foundation, 2007 – 2025

Continued on page 3

Autofusion (Marketing Manager) · Tomcar (Director of Marketing) · Redline Marketing (President & CMO) · Suncoast Media (Partner & Marketing Director) · Car Smart Corporation (Director of Sales & Marketing, Partner) · Keffer Automotive Group (Digital Marketing & Internet Sales Manager).

CAREER FOUNDATION · 2007 TO 2025

From dealer-floor execution to agency ownership, SaaS, and OEM brand building.

Autofusion, Inc. · San Diego, CA

2022 – 2025

Marketing Manager · functioning as VP Marketing

- **"The Marketing Guru":** the CEO and executive team's internal title for a role that mirrored a CMO or VP, owning KPIs, budget, stakeholder reporting, and cross-functional work across creative, sales, development, and customer service.
- **Award-winning product and co-op growth:** advised leadership on co-op partnerships with major global brands and partnered with software teams on a video sales chat platform that earned AWA Rising Star and Website awards at NADA.
- **Category voice:** launched the FusionNews automotive blog, published case studies, and built RFPs, product guides, and technical how-tos that lifted search rank, engagement, and lead generation through industry disruption.



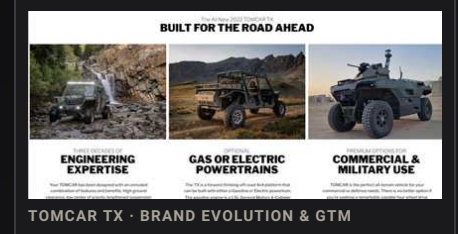
AUTOFUSION · AWA AWARD-WINNING PRODUCT

Tomcar, LLC · Phoenix, AZ

2021 – 2022

Director of Marketing · Fractional CMO (Contract)

- Built go-to-market strategy for the TX platform ahead of a production ramp in retail, commercial, and military sectors, plus investor presentations to attract growth capital.
- Delivered a full brand evolution (logo, story, mission, photo and video library, brochures), a build-and-price website configurator, and earned media in Popular Mechanics, Robb Report, TechCrunch, Road & Track, Maxim, and Yahoo Finance.



TOMCAR TX · BRAND EVOLUTION & GTM

Redline Marketing, LLC · Las Vegas, NV

2014 – 2022

President & Chief Marketing Officer

- Planned and executed hundreds of experiential, omnichannel-driven "Ride N Drive" sales events for hundreds of dealer clients nationwide, driving more than 100,000 visitors to stores with integrated traditional (direct mail, TV, print) and proven digital channels.
- Consulted on-site with hundreds of SMB clients; led dozens of sales, marketing, and account staff with P&L co-ownership, product and lifecycle management, vendor management, and Tier 1 and 2 integrations.



TOMCAR · EARNED MEDIA COVERAGE

Suncoast Media · Sarasota, FL

2016 – 2021

Partner & Marketing Director

- Recruited and directed a remote team of designers, photographers, HTML developers, and videographers producing advertising-ready video and visual assets for golf, commercial real estate, and automotive clients.

Car Smart Corporation · Las Vegas, NV

2009 – 2014

Director of Sales & Marketing, Partner

- Grew a two-person garage start-up into a premier automotive agency with a national footprint, an omni-channel experiential product, and \$4.5M in revenue in its first year; recruited and led a staff of 45+.
- Secured national sponsorships with FCA (Chrysler, Dodge, Jeep, Ram), helping its dealer network post record market-share gains across the U.S. and Canada.



REDLINE & CAR SMART · RIDE N DRIVE EVENTS

Keffer Automotive Group · Charlotte, NC

2007 – 2009

Digital Marketing & Internet Sales Manager

- Ran a \$6.5M-a-year sales and marketing department with 9 direct reports through the Great Recession, pairing a rebuilt web experience with TV, radio, print, and direct mail, and cut cost of acquisition in half.

\$2.8B
DEALER REVENUE SUPPORTED
BY FCA NATIONAL PROGRAMS
100K+
NEW VEHICLE SALES DRIVEN
FOR THE FCA DEALER NETWORK
\$4.5M
CAR SMART REVENUE IN YEAR
ONE, FROM A TWO-PERSON
START-UP
100,000+
SHOPPERS DRIVEN TO DEALER
EVENTS NATIONWIDE
50%
LOWER COST OF ACQUISITION
AT KEFFER, IN THE GREAT
RECESSION

REVENUE, RFPS & ENTERPRISE GROWTH

The revenue story: enterprise wins, budget discipline, and measurable funnel expansion.

The strongest marketing organizations do not sit beside revenue. They shape the pursuit, sharpen the room, and give sales a story that can survive procurement, product scrutiny, investor questions, and executive comparison.

+42.6%

MARKETING QUALIFIED LEADS · FY25 TO FY26

MQL volume grew while the same team carried a global rebrand, a platform launch, and a full omnichannel and events calendar. Pipeline quality moved with it.

+22.9%

SQL GROWTH

+38.0%

WON COUNT GROWTH

+16.3%

SAO GROWTH

+37.2%

WON REVENUE VALUE GROWTH

Marketing-sourced

Enormous enterprise wins with marketing-led pursuit playbook

Lithia Motors

FRANCHISE DEALER GROUP · ENTERPRISE RFP

Steele Auto Group

DEALER GROUP · ENTERPRISE RFP

BRP Powersports

POWERSPORTS OEM · AI-POWERED CRM

Mazda North America

OEM · ENTERPRISE PROGRAM

Enterprise pursuit leadership

- High win-rate RFP/RFQ engine:** Led marketing strategy, narrative architecture, pitch assets, executive rehearsal, leave-behinds, microsites, and proof frameworks for competitive seven- and eight-figure enterprise pursuits, including the Lithia, Steele, BRP, and Mazda programs above.
- Investor-aligned communications:** Supported investor relations and executive communications by translating product, platform, and market momentum into narratives for dealers, sales teams, and ownership-level stakeholders.
- C-suite operating partner:** Maintained a close working relationship with the full executive team, aligning brand, sales, product, legal, finance, field, PR, and engineering around the same market thesis.
- Several hundred million dollars supported:** Built campaigns, pursuits, events, and partner programs tied to major revenue exposure across Solera Dealer Solutions and prior national automotive programs.

Product and roadmap reimagination

Worked with large product and engineering teams to drive significant reimaging of the dealer product portfolio and roadmap strategy. Individual products became proof points inside one DealerOS story, powered by practical AI, connected lifecycle data, and an integrated operating model for modern dealers.

Marketing funnel, FY25 to FY26

STAGE	CHANGE
MQLs	+42.6%
SQLs	+22.9%
SAOs	+16.3%
WON count	+38.0%
WON revenue value	+37.2%

SAME TEAM, SAME FISCAL CALENDAR, ONE PLATFORM STORY.

1

Name the problem

Lead with the buyer's real operating pain, not the product list.

2

Prove with their numbers

Build the platform case on the buyer's own volumes, funnel, and economics.

3

Rehearse the room

Executive rehearsal, objection mapping, and a leave-behind procurement cannot argue with.

4

Carry it forward

Every win becomes pursuit proof, press, stage content, and dealer campaign material.

AI TRANSFORMATION · PLATFORM CONCEPT

DealerOS: a new category of business software, built as one evolving, modular platform.

Dealers were running their stores on a stack of disconnected tools that never shared a record, a workflow, or a customer. The answer was not another point product. It was a platform concept that treats the dealership as one operating system.

Consulting product teams toward an AI-first product set

Worked alongside product, engineering, and executive leadership as an embedded market voice, translating dealer workflow pain, competitive pressure, and buyer language into roadmap priorities. The result was a future-ready, AI-first product set where intelligence sits inside every module instead of being bolted on as a feature.

From disparate systems to one operating system

Conceived and championed DealerOS: a new category of dealer software that connects CRM, DMS, marketing, websites, inventory, service, titling, vehicle protection, and consulting into one evolving, extensible, and modular product set. Each module adds value alone. Together they compound, sharing data, workflows, and AI across the entire store.

Taking a category to market

Built the narrative arc that made the concept legible to dealers, OEMs, investors, and press: name the disconnected stack as the enemy, light the modules one at a time, and arrive at the platform reveal. The teaser campaign, trade cover stories, and the AI-Powered CRM launch all run on that arc.



CRM	DMS	MARKETING
WEBSITES	INVENTORY	SERVICE SUITE
TITLING	LOJACK & GOLDSTAR	CONSULTING

Evolving The platform gets stronger the longer it runs, as shared data and AI models learn from every store, every lane, and every customer.	Extensible New modules, partners, and AI capabilities plug into a common spine without re-platforming the dealer.	Modular Dealers start where the pain is greatest and add modules over time, with every addition making the existing ones more valuable.	AI-first Intelligence lives inside each workflow: coaching, forecasting, engagement, and operations, not a separate dashboard nobody opens.
--	---	---	---

One record. One lane. One operating system. A category the market did not have a name for until DealerOS.

Platform concept, narrative architecture, teaser campaign, launch sequence, and executive positioning, carried from product roadmap to trade cover story.



AI TRANSFORMATION · MARKETING ORGANIZATION

Reshaping marketing into an AI-first organization: more output, less time, greater impact.

AI is driving major gains in productivity across the marketing organization, and that capacity is being reinvested in scale and revenue impact. The team was rebuilt as an AI agency: automating high-volume, repetitive work and elevating people to the strategic work that moves the business.

Leading the reskill

Led and reshaped the marketing organization for an AI-first operating model. Skilled up creative, social, email, web, video, events, and content teams on AI-powered production, prompt systems, brand automation, and quality assurance, so that the same headcount now produces more output in less time with greater reach across every channel.

The message to the team was direct: we are not replacing people, we are unlocking their potential to do their best work.



FROM: HIGH-VOLUME, REPETITIVE WORK	
Assets	Templates, resizing, minor edits, basic collateral
Social media	Post variations, basic graphics, scheduling assets
Email	Basic layouts, banners, simple edits



TO: AI AGENCY, STRATEGIC VALUE CREATION	
✓ AI-powered content production at speed, on brand	
✓ Smarter templates and brand automation	
✓ Data-informed content recommendations	
✓ Cross-channel content orchestration	
✓ Quality assurance and creative direction as the human layer	

WEBSITE EXPERIENCE

UX/UI improvements, landing page strategy, conversion optimization, content architecture

BRAND CAMPAIGNS

Campaign storytelling, integrated multi-channel campaigns, go-to-market launches, thought leadership

VIDEO PRODUCTION

Video strategy and concepts, scripting, production and editing, short-form and long-form content

EVENTS

Event campaigns and promotion, tradeshow support, on-site and digital experiences, post-event content

STRATEGY & INNOVATION

Creative experimentation, new formats and channels, AI tool development, process improvement

WHY THIS MATTERS	OUR PEOPLE GROW	OUR BRAND WINS	OUR BUSINESS WINS	FUTURE READY
	Repetitive work is eliminated so the team focuses on meaningful, creative, strategic projects.	More consistent, higher-quality content across every channel.	Faster speed to market, increased agility, and stronger results.	An AI-powered creative engine that scales with the business.

Productivity	Efficiency	Reach
High-volume asset, social, and email production moved to AI-assisted workflows, so the same team ships more campaigns, more variations, and more channels in the same calendar.	Templates, brand automation, and QA patterns cut rework and approval cycles, and shortened speed to market for launches, events, and pursuit assets.	Capacity freed from repetitive work was redeployed into video, web experience, events, and thought leadership, extending the brand's reach across every audience.

More output. Less time. Greater impact.

That is the power of an AI-first marketing organization.

AWARDS & INDUSTRY RECOGNITION

Four national awards in one year, voted and judged by the industry itself.



AUTOSUCCESS · NADA 2026

Best of the Best

Recognized for the NADA experiential program and brand strategy that launched the Thrive here.™ platform story on the industry's biggest stage, the same program that produced a company-best 20:1 event ROI.



AUTO DEALER TODAY · 2026

Dealers' Choice Gold, Vehicle Tracking

Secured for LoJack through a verified-dealer vote, not a pay-to-play list. Dealers chose LoJack for the 47-year law-enforcement partnership, 200K+ vehicles recovered, and a 98% recovery rate. Led the cross-channel victory campaign that followed.



AUTOTECH BREAKTHROUGH · 2025

Vehicle Tracking Solution of the Year

National recognition for LoJack's law-enforcement initiatives connecting consumers, dealers, and agencies, the first of three back-to-back national wins for the LoJack brand under this marketing program.



AUTOTECH BREAKTHROUGH · 2026

Vehicle Telematics Company of the Year

Secured for Solera: AutoTech's company-level honor, earned across LoJack, GoldStar, and FleetLocate. Marketing carried one recovery-platform story across consumer, dealer, BHPH, fleet, and law-enforcement audiences.



AUTOMOTIVE NEWS BEST DEALERSHIPS AWARDS

Recognition that compounds

Awards matter when they are earned in front of the buyer. Each of these wins is cited on stage at NADA and NIADA, in dealer 20 Groups, and in trade press for a full year, and each one feeds directly into pursuit decks, dealer campaigns, and executive positioning.

El Mundo 100 Best Ideas

WIND Spain recognized in the RSC category, taking a U.S. movement to an international Solera Foundation platform.

AWA Rising Star & Website Awards

Video sales chat product launched at NADA for Autofusion, a five-time Automotive Website Award winner.

Company-best 20:1 event ROI

Award-winning experiential programming on a seven-figure flagship event program.

Hendrick Motorsports renewal through 2028

LoJack by Solera NASCAR Cup Series partnership extended on the strength of the activation program.

Newsweek America's Greatest Workplaces 2026

Solera recognized in the year the Foundation, WIND, and AI-first operating story went company-wide.

Elected cohort leader, Capitol Hill 2025

Voted by dealers and association executives to lead every official meeting during the NIADA Policy Conference Day on the Hill.

FCA national partnership recognition

Special recognition from Chrysler, Dodge, Jeep, and Ram, with programs behind 100K+ new vehicle sales and ~\$2.8B in dealer revenue.

Three trade covers in one year

AutoSuccess (May and September 2026) and Fixed Ops Magazine (July/August 2026) cover stories.

THRIVE, EDITORIAL & CATEGORY INFLUENCE

From campaign to industry redefining paradigm shift



Award-winning global brand strategy

Led the Thrive here.[™] platform narrative from campaign layer to category signal, connecting DealerOS, practical AI, dealer workflow pain, and measurable business momentum into one executive-ready market story.

- **Three trade covers in one year:** AutoSuccess “AI Just Exposed Your Software Stack” (September 2026), AutoSuccess “The Case for a Proactive CRM Engagement Platform” (May 2026), and Fixed Ops Magazine “The Service Lane Connects Everything” (July/August 2026).
- **Published platform thesis:** Monthly bylined AutoSuccess, Automotive News, and Fixed Ops Magazine writing connecting common workflow pains to the Solera platform story.
- **Industry print and editorial presence:** Built AutoSuccess, Fixed Ops, Automotive News, and owned-channel proof around one idea: connected data, AI, and platform operations move dealers from disconnected tools to one operating model.
- **Owned digital estate:** Dealer_Solera GA4 sessions grew nearly 6x from FY25 to FY26, and active users grew more than 6x, after the new dealer platform destination scaled.



“Make the story big enough for the boardroom, specific enough for the field, and measurable enough for revenue leadership.”

EXECUTIVE POSITIONING & THOUGHT LEADERSHIP

An executive voice the industry books, quotes, and puts on camera.



ON SET · EXECUTIVE THOUGHT-LEADERSHIP INTERVIEW SERIES

Strategically positioning executives, and the platform, as the voice of the industry

- **Executive interview program:** Built and produced the on-camera thought-leadership series that positions Solera leadership around DealerOS, practical AI, and the future of franchise retail.
- **Conference stages:** Speaker and panelist at ASOTUcon, with programming at NADA, NIADA, Digital Dealer, and the NIADA Policy Conference, where he served as elected cohort leader for the Day on the Hill.
- **Podcast and long-form media:** Guest on the More Than Cars podcast and other dealer-facing programs, translating platform strategy into plain language for operators.
- **Trade bylines:** Cover stories and features in AutoSuccess and Fixed Ops Magazine, plus Automotive News platform coverage.
- **Partner-summit presence:** Represented Solera at the Mercedes-AMG PETRONAS partner summit and at OEM and dealer-group executive forums.

Why it matters commercially

Executive visibility shortens enterprise sales cycles. Every stage, byline, and interview became a pursuit asset, a dealer-campaign proof point, and a recruiting signal for the team.



ON STAGE · ASOTUCON



EXECUTIVE POSITIONING INTERVIEWS



MERCEDES-AMG PETRONAS PARTNER SUMMIT



MORE THAN CARS PODCAST

NATIONAL & LOCAL LAW ENFORCEMENT VERTICAL · LOJACK LE

Building a new vertical: an app that turned law enforcement into LoJack's largest partner community.

From product launch to national network

LoJack had a 40-year relationship with police, but no marketing motion built for agencies as an audience. When LoJack LE launched in early 2024 as a free, law-enforcement-only app with real-time GPS on LoJack-equipped stolen vehicles, Earl stood up an entirely new business vertical around it: positioning, naming discipline, recruitment content, liaison storytelling, and a recovery-story engine that gives dealers, consumers, and press a reason to care.

Within six months a law-enforcement partner had registered in 45 of 50 states. Today more than 16,000 law-enforcement users across national and local agencies in 47 states use the platform, supported by retired-officer liaisons and a 24/7 intake command center, and the LoJack recovery network reports a 98% recovery rate and a 26-minute average recovery time.

What the marketing program built

- **Agency recruitment engine:** "from real cops, for real cops" positioning, registration funnel, IAATI, NLETS, and ATPA partnership content, and window-sticker and field collateral for departments.
- **Recovery-story program:** a repeatable press and social format that turns real cases (a Porsche pulled from a Port of Newark container, cross-border recoveries with CBP and Guardia Nacional, a chop shop with more than \$200,000 in vehicles) into trust for consumers and dealers.
- **Officer-safety narrative:** reframed LoJack from "find the car" to "know what you are approaching," the message that carried the AutoTech Breakthrough and Dealers' Choice wins.
- **Dealer and consumer tie-in:** the same community story runs through F&I, the consumer app, the Hendrick Motorsports program, and the Solera Foundation's safer-communities pillar.

The vertical works because it is free for agencies, funded by the dealer and consumer business, and **proven in public every time a stolen car comes home.**



16,000+

LAW-ENFORCEMENT USERS ON LOJACK LE, NATIONAL AND LOCAL

47

STATES WITH REGISTERED PARTNER AGENCIES

\$1B+

STOLEN ASSETS RECOVERED THROUGH THE LOJACK LE NETWORK

\$0

COST TO AGENCIES: NO HARDWARE, NO LICENSE, NO BUDGET IMPACT

EARLY 2024

LoJack LE launches

Free, law-enforcement-only app with real-time GPS on LoJack-equipped stolen vehicles. Vertical positioning, launch PR, and agency recruitment funnel go live.

MID 2024

45 of 50 states in six months

Registered partner agencies coast to coast, driven by IAATI outreach, retired-officer liaison storytelling, and recovery case studies.

2025

Industry recognition begins

AutoTech Breakthrough Vehicle Tracking Solution of the Year, followed by the Dealers' Choice Gold campaign. Officer-safety narrative carried to Capitol Hill.

2026

16,000+ law-enforcement users

Solera Foundation adopts LoJack LE as its safer-communities pillar. AutoTech names LoJack, GoldStar, and FleetLocate Vehicle Telematics Company of the Year.

The proof points behind three national LoJack awards

Carried through the Dealers' Choice victory campaign, the Hendrick Motorsports program, dealer email, social, press, and the consumer app story.

47 yrs

LAW-ENFORCEMENT PARTNERSHIP

200K+

VEHICLES RECOVERED

98%

RECOVERY RATE

GOVERNMENT AFFAIRS · WASHINGTON ADVOCACY · NIADA POLICY CONFERENCE 2025 & 2026

Leading the customer voice on Capitol Hill, year after year.



2025 · CONGRESSIONAL OFFICE MEETINGS



2025 · COHORT BRIEFING BETWEEN MEETINGS



2026 · NIADA NATIONAL POLICY CONFERENCE, HOUSE HEARING ROOM

2025 Sponsor, organizer, and elected cohort leader

On September 15 and 16, 2025, Solera sponsored the NIADA Policy Conference in Washington, D.C. The company underwrote the event, produced the Capitol Hill map dealers carried from office to office, and provided the Day on the Hill transportation that delivered all 150 participating dealers to their meetings. Earl led the program and was voted group leader of his cohort of dealers, partners, and association executives. That role meant he led every official conversation, and it gave him time with lawmakers and staff to brief them on the Solera, LoJack, and law-enforcement partnership.

The cohorts visited nearly a dozen federal offices, including senior staff for Senators Chuck Schumer, Cory Booker, Mike Lee, Tim Kaine, and Kirsten Gillibrand, and Representatives Frank Pallone and Roger Williams.

2026 Back on the Hill for the full vehicle lifecycle

On September 28 and 29, 2026, Earl returned with Solera leaders Sonia Javed and Justin Ritchie for NIADA's 12th Annual National Policy Conference. Solera sponsored the PAC reception. The delegation met with the offices of Senators Edward Markey, Cory Booker, Elizabeth Warren, and Chuck Schumer and Representative Nick Langworthy, held a brief meeting with Senator Rick Scott, and visited numerous other offices. It spoke for independent dealers, repair and collision shops, the more than 3,000 recycling yards that use Hollander, and vehicle owners. Earl wrote the press release that carried the story to the industry.

"They send their leaders to Capitol Hill, stand shoulder to shoulder with dealers, and help lawmakers understand what is at stake."

DARLA BOOHER, PRESIDENT, NIADA

WHAT WE ASKED FOR, 2025 – 2026

PART Act 2025 · 2026

Catalytic-converter ID, recordkeeping, and enforcement that protect inventory and owners.

PARTS Act 2026

Repair-parts competition for alternative exterior collision parts.

REPAIR Act 2026

Right to repair: access to information, tools, parts, and vehicle data.

CFPB reform 2025 · 2026

TABS Act and H.R. 10184: predictable oversight for auto retail and F&I.

UDAAP clarity 2025

A workable statutory definition of "abusive" for in-store and digital retail.

CARS Rule 2025

Evidence-based FTC transparency without duplicative forms.

GLBA Safeguards 2025

Scalable data-security compliance and vendor accountability.

SID policy 2025

Starter-interrupt use with consent, notice, and overrides.

2

CONSECUTIVE YEARS
LEADING SOLERA ON THE
HILL

150

DEALERS DELIVERED TO
THE HILL ON SOLERA
TRANSPORT, 2025

8

POLICY PRIORITIES
CARRIED, 2025 – 2026

"Keep credit accessible, make rules practical, and support the technologies that help dealers say yes to more buyers, responsibly."

THE MESSAGE SOLERA KEPT EVERY COHORT ALIGNED ON

**LOBBYING ON
BEHALF OF****Franchise dealers**

Practical CFPB and FTC rules, clear F&I guidance, and theft deterrence that protects lot inventory.

Independent dealers

The NIADA agenda: UDAAP clarity, workable SID policy, and credit access for more buyers.

OEMs

Right to Repair, connected-vehicle data security, and anti-theft standards that protect brand and buyer.

The industry at large

Evidence-based regulation, scalable GLBA safeguards, and law-enforcement partnerships.

Sources: Solera press release written by Earl Brown, "Solera Takes Industry Priorities to Capitol Hill at NIADA National Policy Conference" (2026), including the NIADA President quote and 2026 meeting list; NIADA 12th Annual National Policy Conference agenda.

SOLERA FOUNDATION · PURPOSE PLATFORMS

Scaling the Solera Foundation's global initiatives, from WIND to a global circularity agenda.



WIND movement

Built and scaled the Women In Dealerships identity, voice, event format, content engine, and activation playbook across NIADA, NADA, NAMAD, and FACONAUTO, then partnered with the Spanish team to take the movement international and into a private global digital community.



Global recognition

WIND Spain was named one of El Mundo's 100 Best Ideas of the Year for advancing female leadership in automotive, turning a U.S. movement into an international Solera Foundation platform active across more than 120 countries.

NEWSWEEK

America's Greatest Workplaces 2026

SOLERA RECOGNIZED

Employer brand proof

Foundation storytelling, WIND, the Leadership Academy, and the safer-communities work also shape how the company is seen as an employer. Newsweek's America's Greatest Workplaces recognition is the external read on that culture.

WOMEN'S POTENTIAL

WIND x WOCAN Leadership Academy

A six-month program built with the Women of Color Automotive Network. The 2.0 class graduated at the NAMAD conference in Miami in August 2026, with graduates advancing into larger roles, launching ventures, and mentoring the next cohort.

HEALTHIER PLANET

Global Circularity Consortium

Launched at Insurtech Insights Asia and Europe, connecting insurers, OEMs, repairers, recyclers, regulators, capital partners, and academia including MIT S-Lab and Stanford GSB around shared data, standards, and incentives for circular repair.

SAFER WORLD

Sleeping Better in a Safer World

The Foundation's safety pillar, delivered through LoJack LE: free recovery tools for agencies, officer mentoring on technology-driven recovery, and community storytelling that celebrates fast, visible action.

GLOBAL REACH

WIND and WIINS worldwide

The Paying it Forward portfolio moved from concept to global platform in under eighteen months, with WIINS engaging more than 500 insurance participants in its first year across North America, Europe, and APAC.

Earl's role: the marketing, brand, content, and activation layer that turns Foundation intent into programs people can join.

Identity systems, event formats, digital community, press and social storytelling, and the connection back to the Solera platform story, working alongside the Foundation chair's office.

120+

COUNTRIES IN THE FOUNDATION'S REACH

4

PILLARS: WOMEN'S POTENTIAL, HEALTH, PLANET, SAFER WORLD

500+

WIINS PARTICIPANTS IN YEAR ONE

MOTORSPORTS & SPORTS MARKETING

Formula 1 and NASCAR sponsorships turned into valuable marketing and revenue growth engine.



Ownership of premium partnership programming

- **Formula 1:** Owns Mercedes-AMG PETRONAS F1 partnership marketing, executive programming, hospitality strategy, and brand storytelling under the "Performance thrives here.™" banner.
- **Driver content series:** Directed and conducted interviews with Mercedes-AMG PETRONAS F1 driver Kimi Antonelli, turning partner access into an executive and dealer content series.
- **NASCAR:** Owns Hendrick Motorsports and Zeigler Auto Group Racing activations, including Daytona 500 programming, with the LoJack by Solera Hendrick partnership renewed through 2028.
- **Sports marketing programming:** Directed interviews and creative programming involving historic, world-famous athletes and sports personalities, converting hospitality into pursuit content and dealer engagement.
- **Flagship event ROI:** Built award-winning experiential programming, including a company-best 20:1 ROI on a seven-figure flagship event program.

Why motorsports belongs in a platform story

Precision, telemetry, and relentless refinement are exactly how winning dealerships operate. The partnerships give the DealerOS narrative a stage that dealers, OEMs, and executives already respect.



SKILLS · OPERATIONS · ANCILLARY EXPERTISE

Strategic range, operational depth, an AI-ready toolkit, and ancillary expertise most marketers never build.

Strategic

- Global brand architecture and platform positioning
- Category creation and narrative design (DealerOS)
- Enterprise ABM and RFP/RFQ pursuit strategy
- Investor, board, and executive communications
- Competitive, market, and audience intelligence
- Partnership, sponsorship, and co-op strategy

Operational

- Eight-figure budget ownership and media-mix optimization
- P&L co-ownership, vendor and agency management
- Funnel ops and KPI reporting, MQL through WON
- Team building: 45+ person orgs, remote creative studios
- Event operations: hundreds of events, NADA to NIADA
- Cross-functional GTM with product, sales, legal, finance

AI-ready

- AI-first marketing org design and team reskilling
- Prompt systems, brand automation, and AI production
- Agentic workflows across content, web, and email
- AI product consulting: AI-powered CRM, AI Engine
- SEO, GEO, and data-informed content strategy
- Human-in-the-loop QA and creative direction

Ancillary expertise

GOVERNMENT AFFAIRS

Lobbying for dealers, OEMs, and the industry

Capitol Hill advocacy on behalf of franchise dealers, independent dealers, OEMs, and the automotive industry at large. NIADA Policy Conference sponsor in 2025 and 2026.

2025 & 2026 · 8 POLICY PRIORITIES

LAW ENFORCEMENT

A new national and local vertical

Stood up the LoJack LE business vertical from launch: agency recruitment, IAATI, NLETS, and ATPA partnerships, officer-safety messaging, and recovery storytelling.

16,000+ USERS · 47 STATES

GLOBAL INITIATIVES

Scaling the Solera Foundation

Scaled and promoted WIND from a U.S. movement to an international platform, plus the WOCAN Leadership Academy, WIINS, and the Global Circularity Consortium.

120+ COUNTRIES · EL MUNDO 100 BEST IDEAS

PUBLIC TRUST

Crisis, PR, and reputation

Crisis communications, earned media, executive voice, and consumer-trust programs connecting dealers, consumers, police, and policymakers.

TRADE COVERS · ON-CAMERA SERIES

TECHNICAL TOOLKIT

SalesforceSalesforce Marketing CloudGA4Looker StudioSEMrush

Google Ads · Search, Display, YouTube, PMaxMicrosoft AdsMetaLinkedInMailchimpWordPress

Adobe Creative SuiteCanvaMicrosoft OfficeChatGPT & generative AIAgentic AI workflows

CHANNELS MASTERED

SEO & GEOContent & blogsPPCEmailSMSSocialAffiliate & partnershipsDirect mail

TV & radioPrint & trade mediaTrade shows & exposExperiential eventsVideo

EDUCATION & DEVELOPMENT

Harbor Springs High School · Michigan · 2005

Manufacturer and industry training programs sponsored by Chrysler, Ford, Toyota, NADA, JM&A, DrivingSales, and Digital Dealer.

Budgets managed up to six figures a month per client across dozens of clients at once, before owning an eight-figure annual plan.

"Education never stops. Keep sharpening the axe."



GOVERNMENT AFFAIRS · CAPITOL HILL



GLOBAL INITIATIVES · WIND



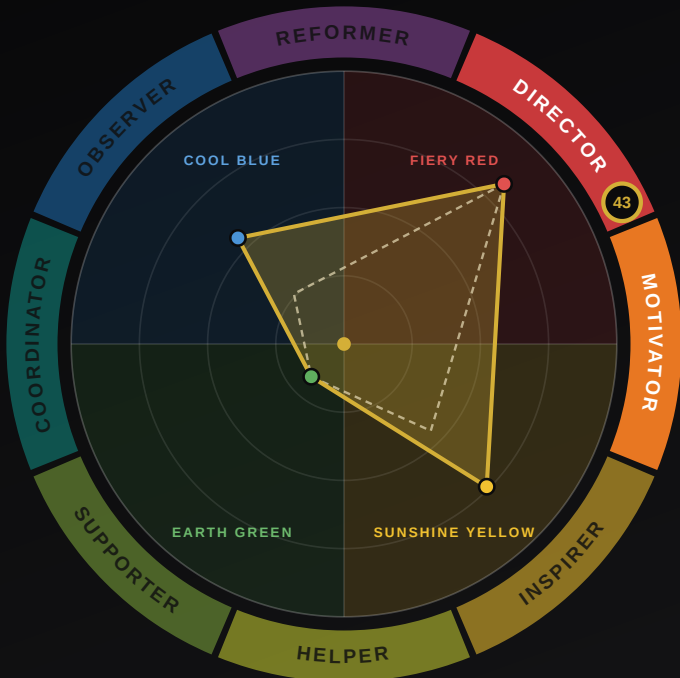
EXECUTIVE VOICE · ASOTUCON



ON CAMERA · INTERVIEW SERIES

LEADERSHIP PROFILE · INSIGHTS DISCOVERY® ASSESSMENT

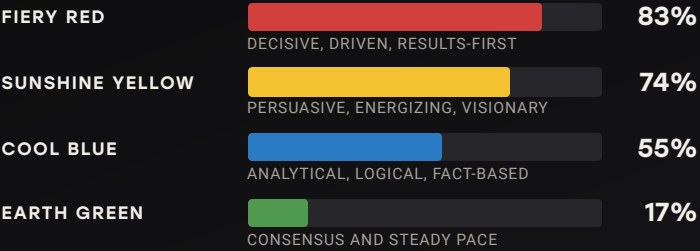
Motivating Director: a vision-led, results-driven executive who takes charge and moves teams fast.



CONSCIOUS WHEEL POSITION

43 · Motivating Director (Accommodating)

Less conscious position: 3 · Motivating Director (Focused). Grounded in Carl Jung's psychological types, the model behind Myers-Briggs: Extraverted Thinking.



Consistent under pressure. Fiery Red energy holds at 83% in both the conscious and less-conscious persona, so the drive people see day to day is the same drive that shows up in a crisis.

Executive leadership

- "Seen as a natural leader with a hearty and frank style, who tends to take charge of any situation."
- "Comfortable in leadership positions and readily accepts responsibility for making things happen."
- "Provides charismatic leadership" and "will drive others to achieve greater things."
- "Can take tough decisions when the situation calls for it."

Strategic

- "Has the ability to see what may lie ahead and then communicate his vision to others."
- Prefers a "big-picture orientation supported by reason and logic."
- "Has foresight and farsight" and "brings common sense and vision to the team."
- "Gifted in natural marketing and selling," with "excellent organisational qualities and commercial aptitude."

Operational

- "Can usually get to the heart of any situation and implement an effective solution."
- "Will cut through red tape to speed up the outcome."
- Tends to "delegate administration and concentrate on outcomes."
- "Well able to review balance sheets, projections and factual data."

KEY STRENGTHS

Assumes both authoritative and democratic leadership · Draws people together · Resourceful, versatile, strong work ethic · Enthusiastic leader who drives for results

THRIVES WHERE

Constant progress is visible · Decisions are made quickly · State-of-the-art technology is provided · He continuously contributes to organisational improvement

MOTIVATED BY

Responsibility with the authority to go with it · Setting stretching goals for himself and others · Shaping and reshaping people and things

Source: Insights Discovery® Personal Profile for Earl Brown, Foundation and Management Chapters. Evaluator completed 10 June 2025. © The Insights Group Ltd, 1992–2025, [insights.com](https://www.insights.com). Quoted lines are excerpts from the profile; the wheel and bars are an illustrative rendering of the reported colour-energy scores. Insights, Insights Discovery and the Insights Wheel are registered trademarks of The Insights Group Ltd.

CAPABILITIES & CLOSING PROOF

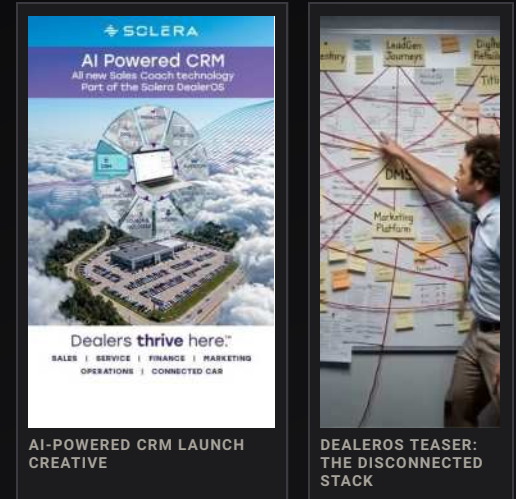
A revenue-focused operating model, and the next brand growth story.

What the record adds up to

Twenty years of dealer, agency, SaaS, and OEM experience. A platform brand that moved from campaign to category signal. A revenue engine with funnel growth at every stage. Four named enterprise wins. Four national awards in one year. A new law-enforcement vertical with 16,000+ users and a seat at the table in Washington. Formula 1 and NASCAR access converted into commercial content. And an AI-first marketing organization that produces more, faster, without losing the human layer of judgment and creative direction.

The next platform brand

DealerOS proved the model: consult product teams toward an AI-first product set, connect disparate systems into one modular platform, and take the category to market with a story dealers, OEMs, investors, and press can repeat. That is the playbook this portfolio is built to bring to the next company.



AI-POWERED CRM LAUNCH
CREATIVE

DEALEROS TEASER:
THE DISCONNECTED
STACK

+42.6%

MQL GROWTH

4

NATIONAL AWARDS
IN ONE YEAR

4

SEVEN-FIGURE
ENTERPRISE WINS
NAMED

9

DEALEROS
MODULES ON ONE
PLATFORM

2

F1 & NASCAR
PARTNERSHIPS
RENEWED

Brand & narrative

Global brand architecture, platform positioning, campaign design, executive storytelling, and brand governance.

Revenue & GTM

Product marketing, demand generation, ABM, CAC/ROI optimization, sales enablement, partnerships, and RFP/RFQ strategy.

Product, AI & data

AI-first product consulting, platform concepting (DealerOS), SaaS lifecycle marketing, roadmap narrative, GA4, Salesforce, SEMrush, and agentic workflows.

Events & partnerships

NADA, NIADA, ASOTUcon, Digital Dealer, Formula 1, NASCAR, executive hospitality, sponsorship ROI, and experiential activation.

Government affairs & public trust

Lobbying for franchise and independent dealers, OEMs, and the industry; LoJack LE law-enforcement vertical; Solera Foundation programs; press and community-impact storytelling.

Leadership & operations

AI-first org design and reskilling, cross-functional leadership, C-suite partnership, global team collaboration, and change management.

Four national awards. Major enterprise wins. A new software category. **One brand growth story.**

Brand, revenue, executive positioning, motorsports, public trust, Washington advocacy, Foundation programs, and an AI-first marketing organization, delivered by one marketing leader and one cross-functional team.

Best of the Best · AutoSuccess, NADA 2026
Dealers' Choice Gold · Auto Dealer Today 2026
Solution of the Year · AutoTech Breakthrough 2025
Telematics Company of the Year · AutoTech Breakthrough 2026
+42.6% MQLs · FY25 to FY26

Ready to architect the next growth brand.

earl_brown@live.com · earlbrown.work · (702) 409-6556