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Client Command New VP of Product to Lead Growth in 2017

Cumming, GA (January 2017) – Client Command is excited to announce and welcome Natalie Born as Vice President of Product. Born brings with her an impressive and accomplished background in acquisition, integration, change management, and international product development.

Born joins the Client Command team after extensive experience and work with companies such as CareerBuilder, First Data, IHG, and ADP. She has led major initiatives in over 18 countries with a specialty in acquisition, integration, and international product development.

In her 15 years of executive-level experience, Born has proven to be an expert at driving organizational transformation and achieving desired business results in fast-paced, high growth environments. In her role, she will be responsible for boosting Client Command's continued success in the automotive marketing arena, as well as be a tremendous advantage to enhancing, client marketing results and internal organization as Client Command continues to grow.

Client Command's Chief Product Officer, Greg Geodakyan says of Born, "I am very excited that Natalie will be joining our team! She is a proven leader, innovator and has worked for some great companies. We have jumped out ahead of our competition on numerous fronts in the last few years and have grown tremendously. Natalie's presence reinforces the emphasis we make on product, user experience and innovation. Our current and future dealer clients should buckle up as we continue to help drive them past their competition!"

Holding a Bachelor of Arts from Oglethorpe University and a MBA from the University of Maryland, UC, Born also possesses Project Management Professional Certification, CSM Certification, and is Pragmatic Marketing Certified.

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About Client Command:

Client Command identifies the absolute best customer targets for a dealership's vehicle sales needs and uses behavioral tracking technology to deliver a 1:1 media message that compels buyers to act. By engineering the industry's most powerful marketing technology, automotive marketers can precisely identify and engage active shoppers™ to increase both sales and profits, as well as gain clear and measurable ROI.