



For Immediate Release

Natalie Born Selected to Present on Female Purchasing Power at Women in Automotive Winter Conference

Born to present “Women Buyers – Get the Playbook” at the conference December 10-11 in Palm Springs, California.

Cumming, GA (Dec 5, 2017) – Client Command®, the automotive marketing leader in turning active shoppers™ into real customers, has announced Natalie Born, Vice President of Product, has been selected as a speaker for the Women in Automotive Conference to be held December 10-11, 2017 at the Omni Rancho Las Palmas in Palm Springs, California.

In her session titled, “Women Buyers – Get the Playbook” - Born will take attendees through the evolution of female purchasing power and explore key ways women both influence and make the decision to purchase vehicles.

“I love the mission of Women in Automotive and I am honored to be chosen to speak at the conference. The idea of encouraging more women to be involved in the automotive industry, as well as guiding dealers to craft strategies that create engagement with women consumers is exciting. How we engage women customers throughout their buying lifecycle is a virtually untapped area with so much potential if executed properly” said Born.

The 3rd annual Women in Automotive Convention will take place at the Omni Rancho Las Palmas in Palm Springs, California December 10th - 11th. The focus of the 2017 conference will be on educating and empowering women and men in the automotive community on thought leadership and trends that impact employment and sales growth.

Born is an accomplished executive with over 15 years of experience leading product development and project management teams. Prior to joining Client Command®, Born worked with organizations such as CareerBuilder, First Data, IHG and ADP. Natalie has led major initiatives in over 18 countries with a background in acquisition, data integration, and product development.

To find out more about Client Command® please visit www.clientcommand.com. To find out more information about the Women in Automotive conference, please visit

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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.

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