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Contact: Jennifer Scholle  
Phone: 678.813. 8146  
jennifers@clientcommand.com  
Website: clientcommand.com

## **Client Command® Names Michael Salicco Chief Revenue Officer**

Cumming, GA (February 21, 2022) – Client Command, an automotive industry leader in providing data-driven automotive solutions for dealership, is excited to announce Michael Salicco as Chief Revenue Officer (CRO). This addition to the executive team will empower Client Command to maximize its competitive advantage with data to help dealer customers, affiliate partners and company reach its business potential.

Salicco is a proven and effective automotive technology leader, building winning teams, driving results, and developing people. His 20+ year career, includes extensive automotive experience with Gannett and Cox Automotive, leading enterprise wide sales teams built to align dealerships with the disruptive digital marketing and data solutions dealers need to evolve with the changing automotive landscape.

“I am excited to add the difference-maker that is Mike Salicco to the Client Command team,” says Client Command CEO, Jonathan Lucenay. “Mike is a proven leader with a track record of driving results across organizations, for customers and for his people. He is a passionate advocate for equipping dealers with solutions that give them a competitive advantage with data that drives their business and the automotive industry forward. Not only does Mike give us an opportunity to accelerate results for dealers, he is laser-focused on helping people reach their potential and I am excited to see his leadership accelerate growth for our employees.”

Salicco is passionate about people-development and leadership. He is the author of “Modern Day Leadership: Tips for Successful Leadership in the Board Room, at the Kitchen Table and in Life” published in 2019.

### About Client Command:

Client Command®, an industry leading technology company, delivers data-driven sales, service and vehicle acquisition solutions for dealers. Powered by the Active Shopper Network®, our products and solutions leverage real-time data to enable dealers to engage shoppers as soon as they enter the market. These solutions, delivering relevant messages from the top of the funnel through the entire journey, drives results that empower dealers to reach their sales and service potential. Client Command is built on its commitment to people, growth and values - being named to Inc. 5000's fastest growing companies nine times and receiving awards for employee engagement year over year.

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