



IM@CS Announces Accomplished Automotive E-Commerce Marketing Executive Jim Elliott As Newest Team Member

In response to further growth and significant prospects for 2010, IM@CS has expanded its consulting team and increased coverage with a Detroit base in addition to Los Angeles.

Los Angeles, CA, and Detroit, MI ([PRWEB](#)) January 4, 2010 -- Interactive Marketing and Consulting Services (IM@CS) president Gary May was pleased to announce on December 31, 2009 the addition of Jim Elliott to the growing IM@CS team. Elliott, who comes with over 20 years with Ford Motor Company in addition to Web 2.0 startups, will be responsible for dealership and OEM consulting as well as business development for the company. His Detroit-based location also adds flexibility in accessing clients quickly and facilitating increased coverage.

Jim Elliott is known as a pioneering innovator in the areas of e-commerce, sales, marketing, and channel management, primarily in the automotive industry. With an interest in collaborative and innovative environments and a special interest in online community start-ups, Elliott's specialties include e-commerce, interactive marketing, 6-Sigma Black Belt, independent franchised distribution channel management, business development and other hands-on experience in spearheading business.

"I have known and worked with Gary May for most of the past decade, and I leapt at the chance to work with him. Gary and I share a passion for winning on the web for our clients in a way that enables them to both grow revenue and reduce costs. Smart dealers know that the web is evolving quickly and they can now empower themselves to compete better digitally. IM@CS brings the tools and strategies to enable them to do just that."

As an e-commerce executive, Elliott led SmartAuction website management and development of strategic site changes for the online B2B vehicle auction with GMAC. His field expertise, highly developed with Ford Motor Company, continued as Regional Sales and Marketing Manager for Roush Performance vehicles and parts throughout eight states and four Canadian provinces. Elliott has built trusted relationships with dealers in many regions across North America through personal integrity and delivering results.

"Having worked in the past with Jim, he has always struck me as one of the more thoughtful, intuitive marketers. His forward-thinking approach and diligent review of opportunities that have translated to success in very large organizations will easily transfer into our company as well as accelerate our comprehensive services and growth."

IM@CS, a full-service online branding/marketing, sales coaching and process consulting firm, has offered best practices in online media, Web 2.0, interactive content and targeted marketing since 2007. Clients include leading edge dealerships, automotive manufacturers, portals and service providers. IM@CS also serves other large consumer-facing businesses including real estate, specialty markets and unique/high-end services.

Visit www.imacsweb.com today. Call 310-377-6481 or [info\(at\)imacsweb\(dot\)com](mailto:info(at)imacsweb(dot)com) for more information or contact IM@CS at P.O. Box 3789 Palos Verdes Peninsula, CA 90274

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