

Automotive Advertising Veteran Joins DyGen as VP of Business Development

Caldwell & Kerr taps Jason Wiley for new Vice President of Business Development position at SEO/SEM/Pre-Roll subsidiary company [DyGen](#). The automotive advertising veteran brings over 17 years of sales and business development experience to the award-winning agency.

Cape Coral, FL ([PRWEB](#)) August 23, 2016 -- [Caldwell & Kerr Advertising](#), parent company to the automotive industry's most innovative agencies, recently hired Jason Wiley to fill a newly created position at its subsidiary company, [DyGen](#). As the new VP of Business Development, the automotive advertising veteran will be tasked with overseeing all key aspects of the company's marketing and business development.

"Jason has the drive, the knowledge, and the experience. He's a great asset to our DyGen leadership team. I'm looking forward to seeing him thrive with us. I know he'll do great things," commented Tom Kerr, DyGen Co-Founder and Caldwell & Kerr Partner.

Wiley will be based out of the agency's Denver office, where he previously held a VP title. This new position at DyGen will also mark his return to the automotive industry after serving as VP of Sales and Marketing at Empyr.

"I couldn't be more excited to be back in the auto industry and working with the team at DyGen," said Wiley. "I get to work with people I know, love and respect, with a company that continues to be true pioneers of innovation and education for dealers and OEMs," he added when asked about his previous relationship with the agency.

A notable speaker, Jason Wiley is regularly sought after for his extensive experience in the automotive industry. His 17-year career includes consulting and leadership roles at OEMs, Tier-3 dealers, vendors, and advertising agencies, including Haystak where he was Director of Sales for 5 years.

"Jason is the perfect fit for this position. Tom and I have worked with him in the past and achieved incredible results. We're excited to have him onboard once again because we know that together we can easily duplicate that level of success with DyGen," said Caldwell & Kerr Partner and DyGen Co-Founder Paul Caldwell.

About Caldwell & Kerr Advertising

As the parent company to the industry's biggest players, Caldwell & Kerr is widely regarded as one of the most innovative advertising agencies in automotive.

Its portfolio includes the nation's largest Tier-3 automotive advertising agency, and its two award-winning social media and digital marketing subsidiary companies: Sparq and DyGen.

Under its umbrella, the award-winning agency represents some of the nation's largest dealer groups, with many of these companies frequently appearing in the Fortune 500 and Automotive News Top 150.



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