

Jim Naatz Named Vice President of Sales at Driving Dynamics

Bringing 30+ years of sales and sales management experience combined with more than two decades promoting driver safety in the transportation industry, Jim Naatz has been appointed vice president, sales at Driving Dynamics.

NEWARK, Del. ([PRWEB](#)) October 05, 2018 -- Driving Dynamics Inc., a provider of driver and safety training to fleet-based organizations throughout North America, announced today Jim Naatz has stepped into the newly created role of vice president, sales, reporting to Art Liggio, Driving Dynamics president and CEO.

Mr. Naatz comes to Driving Dynamics from Lytx, a San Diego-based video telematics company, where he sold its suite of safety-related products and services. He spent 12 years in a sales role at L3 Technologies in its driver development and simulation division and prior to that was with General Electric for more than a decade promoting the company's driver safety related transportation products and services.

Now leading Driving Dynamics' direct sales efforts, Mr. Naatz will oversee the development and implementation of the company's sales strategy, with responsibility for growing revenue within existing and new markets, developing business plans and financial forecasts, setting sales goals and developing the company's sales force.

"Jim and I have a 15-year history partnering on various strategic initiatives to help reduce crash rates for fleet operators. He is a hands-on executive with a track record of success and we're excited to add his substantial industry knowledge to the Driving Dynamics team. As VP of sales, Jim will be instrumental in building out our sales infrastructure to support planned growth and expand market share," said Art Liggio, Driving Dynamics president and CEO.

Jim, an avid golfer and father of two daughters, resides in Geneva, Illinois with his wife Lisa, and dog Bear. He is an eternal optimist, holding out hope that the Cubs will win another World Series in his lifetime.

"My passion for safety and knowing I could make a difference, through education and awareness, in combating the fact that more 37,000 people die on our roads annually is what drew me to Driving Dynamics. I look forward to adding my dedication and expertise to the collective knowledge of the organization." said Jim Naatz, Driving Dynamics vice president, sales.

About Driving Dynamics Inc

Driving Dynamics provides advanced performance driver and safety training and fleet risk management services throughout North America. In business for more than 30 years, its behind-the-wheel, eLearning and simulator training and driver risk programs are based on sound research, proven learning methodologies and expert instruction.

Headquartered in Newark, Delaware, Driving Dynamics has earned its position as an accomplished provider of impactful driver training. In 2017 and 2018 it was named as Top-20 Safety & Health Company by Training Industry Inc. Through its business lines the company offers services for fleet professionals and drivers of passenger cars through commercial motor vehicles.

- DriverAdvantage™—light-medium duty behind-the-wheel
- Center for Transportation Safety—commercial motor vehicle driver training



- DrivActiv™—digital driver training and risk services

For more information visit www.drivingdynamics.com.



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