

## **Tyson Madliger Joins JD Rucker as CEO of Dealer Authority**

*Dealer Authority, an automotive digital marketing firm, named Tyson Madliger as its first chief executive officer. He will be joining JD Rucker who founded the company in November, 2013.*

Orange County, CA ([PRWEB](#)) January 15, 2014 -- As the search, social, and content marketing realms continue to evolve, car dealers are voicing their opinion that the standard automated marketing concepts the majority of vendors offer are not producing the results they once did. Dealer Authority was formed to address this issue in November, 2013, and has named its first CEO, Tyson Madliger.

As a lifelong automotive professional, Madliger brings 17 years of dealership marketing partner experience to the company. The knowledge he gained in leadership roles at Reynolds and Reynolds, Dealer.com, and KPA Internet Marketing is expected to enhance a fresh angle for dealers interested in taking control of their digital marketing presence.

"We're in startup mode and probably always will be," Madliger said. "Our goal is to stay nimble and cutting edge for our dealer partners."

Dealer Authority combines the three most prominent aspects of digital marketing – search, social, and content – into a holistic model for car dealers. Trends being seen on marketing venues such as Google, Facebook, Bing, and Twitter indicate that the merging of once-disparate strategies will continue in 2014. As the techniques become more complex and harder to scale at a bulk level, Dealer Authority's place in the automotive digital marketing arena will continue to rise.

"Car dealers expect and deserve better. It's as simple as that," said Rucker, who will be assuming the role of President and COO. "The idea of applying the same marketing practices to hundreds, even thousands of dealers at once is ineffective in the competitive automotive realm."

In addition to their relationships with dealership clients, Dealer Authority is actively seeking vendor partners that are "top tier" in order to round out their product offering. One of Madliger's primary responsibilities as CEO will be to harness partner relationships.

"I couldn't have found a better partner for the company," Rucker said. "Tyson will handle the business side of the corporation, freeing me up to focus strictly on keeping the strategies at their best and the delivery of services at the highest possible levels."

Both Madliger and Rucker will be attending the NADA Convention later this month in New Orleans to meet with potential partners.



### **Contact Information**

**JD Rucker**

Dealer Authority

<http://dealerauthority.com>

+1 (704)641-6967

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).