

## **iFrog Digital Marketing Names Automotive Industry Veteran, Eric Wilson, National VP OF SALES**

*[Eric Wilson](#) joins [iFrog Digital Marketing](#). With over 20 years of related industry experience, the automotive marketing agency looks to further expand their national sales team with Eric Wilson at the wheel.*

Easton, MD ([PRWEB](#)) November 08, 2016 -- iFrog Digital Marketing, the innovative digital marketing agency, announced the addition of automotive industry veteran [Eric Wilson](#) as the company's National Vice President of Sales. Eric, a seasoned automotive sales executive, brings nearly two decades of related experience to his new role. As National Vice President of Sales, Wilson will oversee all national sales efforts. Responsibilities will include managing the Company's growing team of direct sales professionals based throughout the U.S. as well as developing and executing a sales strategy to help manage the Company's continued growth projections for 2017 and beyond.

Eric, who has accumulated over 20 years of automotive management experience, began his automotive career at an early age when he helped his father manage the family's used car dealership in Westminster, Maryland. Eric managed all aspects of the family's business which included overseeing sales, finance, fixed operations, billing, and purchasing as well as accounts receivable and payroll. This early experience is what became the foundation and ethical standards that are instilled in Eric to this day. Wilson intends to apply his background to building a strong, productive and efficient direct sales team across the U.S.

[Dave Wilson](#), CEO commented, "Eric is a difference maker who isn't afraid to make the tough decisions and take control. His style and method of leadership is consistent and in line with the core values of our organization and overall company vision. He is exactly what we need to lead our growing sales team."

Most recently Eric serviced as the National Sales Director for 3 Birds Marketing, where he lead, developed, and motivated the national sales team while establishing and maintaining relationships with industry influencers and key strategic partners.

From 2010 to 2012, Eric was the New Car Sales Manager at Mile One where he was responsible for managing all aspects of the high volume automobile dealership including sales operations, training, appraising/wholesaling, and DX management for the dealership. Wilson also served as the New and Used Car Sales Manager from 2013 to 2014.

"Eric is a very positive person in all aspects of life on both personal and business levels," said [Jennifer Smith](#), Chief Marketing Officer. "I am confident that his leadership will complement our team as well allow us to approach new opportunities with creativity and aggressiveness."



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