

LotVantage Welcomes Dave Yeargin as Vice President of Strategic Initiatives

LotVantage continues to increase its focus on empowering Original Equipment Manufacturers (OEMs) with the addition of Dave Yeargin as Vice President of Strategic Initiatives.

Tampa, FL ([PRWEB](#)) May 23, 2017 -- Continuing to increase its focus on empowering Original Equipment Manufacturers (OEMs), LotVantage is excited to announce the addition of Dave Yeargin. Yeargin will assist in the growth of LotVantage's Brand Manager customer footprint, with a particular focus in the Powersports vertical where he has participated for the past 20 years. Brand Manager is a complete digital marketing solution that helps OEMs seamlessly market their promotions & advertisements to consumers, through their dealers' social media channels.

"LotVantage is excited to bring on a veteran in the industry with Yeargin. As our OEM Brand Manager continues to grow, Yeargin will play a vital role in our strategic partnerships." Matthew Brown, President/CEO.

Previous to joining LotVantage, Dave served as Director of Strategic Initiatives at DX1, a dealership management software division of Dominion Enterprises. Dave was co-founder of ZiiOS, LLC, the Powersports industry's first cloud based dealership management solution which was subsequently acquired by Dominion Enterprises in 2010.

Additional accomplishments within the Powersports industry include creating channel partnerships and integrations with major OEM's, financial institutions and aftermarket vendors.

"I'm passionate about delivering solutions to the industry to improve profitability using advances in technology. LotVantage provides a complete set of solutions for inventory marketing and social media. I'm extremely honored to join the team on their journey," said Dave Yeargin.

Prior to the time with Dominion and ZiiOS, Yeargin was an owner of two multi-line Powersports dealerships in the early 2000's, learning firsthand the needs of the Powersports industry. These experiences have uniquely prepared Dave for this position with LotVantage.

"Yeargin's addition to the team will expedite the growth of LotVantage and our OEM Brand Manager. We look forward to the leadership, experience, and knowledge Yeargin brings to the team." Jim Jabaay, Vice President.

About LotVantage:

LotVantage is the leading provider of digital marketing solutions for Automotive, Marine, Powersports, RV, Trailer and Outdoor Power Equipment dealerships and manufacturers. Learn more at lotvantage.com.



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