

## **Joe Dallas Joins TradePending as Director of Marketing**

*Automotive start-up, TradePending set for continued growth in 2016 with expanded talent pool*

Durham, NC ([PRWEB](#)) January 19, 2016 -- TradePending announced the addition of respected industry veteran, Joe Dallas. Mr. Dallas comes to TradePending with extensive experience in defining and executing growth strategies for emerging tech and services solutions for dealers. As a sales and operational leader, he has managed small and large teams alike and has successfully grown businesses 25x+ over the last 6 years. Joe is an experienced marketer, entrepreneur, and leader in core automotive processes such as inventory management and merchandising.

“Joe has an amazing background that could not be a better fit for TradePending. I’ve talked to many of his clients and the reputation he has built over his career is stellar,” said Brice Englert, CEO of TradePending.

VP of Sales for TradePending, Mr. Scott Chuhinko added, “I have known Joe for years. I have always enjoyed collaborating with him when I am working on new projects. I find Joe to be forward thinking and insightful. Joe’s vision for increasing dealer profitability by bringing transparency and efficiency to the selling process is a perfect fit for us. TradePending and our dealers are lucky to have Joe on board.”

Joe Dallas expressed his excitement in joining TradePending, “It’s rare to find a product or service that makes the retail process easier and more transparent for consumers, drives better results for dealers, builds a dealer’s brand AND is positioned competitively in the market. SNAP is, by far, the most simple, transformative and disruptive technology to address a core business fundamental: How do buyers and sellers start the conversation and be on the same page,” said Mr. Dallas. “I’ve been at this stage before with companies and look forward to helping this talented team fulfill the the nearly unlimited potential.”

### About TradePending

TradePending offers dealers the most usable and flexible solution to answer one of the car-shoppers most important questions. “What is my car worth?” TradePending’s flagship product SNAP is the only transparent local-market-based solution to answer this question. SNAP increases organic conversion from a dealer’s website and increases efficiency by introducing relatable, local-market information to the automotive process.

Media inquiries can be directed to [info\(at\)tradepending.com](mailto:info(at)tradepending.com)



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