



## **Dealer Product Services Corp. Expanding into Major Automotive and OEM Marketplace**

*Dealer Product Services, one of the nations fastest growing automotive retention and loyalty marketing firms, has announced the appointment of Russell Allen as vice president, strategic business development.*

ARLINGTON HEIGHTS, IL ([PRWEB](#)) March 10, 2004 -- Dealer Product Services Corporation (DPS) today announced the appointment of Russell Allen as vice president of Strategic Business Development. The new leadership post is the direct result of unsurpassed, year-over-year growth and profitability for the Arlington Heights-based company that specializes in customer-retention and loyalty-marketing services for automotive dealerships nationwide.

DPS, which focuses on database management and marketing, continues to enjoy the results of a carefully executed strategic growth plan, which it implemented three years ago. At the center of that effort is a focus on delivering measurable, personalized value for its customers, who include a growing list of over 600 retail automotive dealerships nationwide.

The company's marketing services include: Service Retention, Customer Satisfaction Follow-up, Shopper Contact, Direct-mail/Conquest, Sales Follow-up, in addition to other specialized Customer Relationship Management services and related tools.

"Our strategic growth initiative has placed us in one of the top competitive positions nationwide and we are growing daily. We have the right mix of people, systems and processes in place to handle tremendous volumes of data, creative messaging and timed delivery that is turning CRM into one of the most effective tools our customers have to leverage," says Allen. "But the magic here isn't just mining data. At the end of the day, everything we are about is people who deliver personalized, valued service to our clients so that they can do the same for their customers. And we work hard to prove ourselves everyday. Some of our larger peers have lost sight of this. We haven't."

In his new post, Allen will also focus on building strategic partnering relationships that will help DPS further serve the needs of both automotive manufacturers and their larger retail dealerships.

Allen brings DPS over 14 years of experience in the automotive retail industry, where he has worked in a variety of roles in both fixed and variable operations. He enjoyed an 11-year career with the Reynolds and Reynolds Company where he served in a variety of sales, marketing, and management positions. In addition, Allen served as vice-president of sales and marketing for an Ohio-based human performance improvement practice. And, most recently, as director of Global Marketing and Business Development for Rockwell Automation's Training & Performance Services business unit.

"I am thrilled to be back in automotive and part of Dealer Product Services," he says. "We have a fresh and compelling story to tell and it's very exciting to be a part of that."

Russell Allen can be contacted at 847.955.9740 or by email: [rustya@dpscrm.com](mailto:rustya@dpscrm.com)

About Dealer Product Services



Dealer Product Services (DPS) <http://www.dpserm.com> and its Loyalty Line® marketing solutions represent a paradigm shift from traditional mass-media advertising, to a blend of mass media this is integrated with proven "one-to-one" marketing principles and methodologies. DPS provides specific, targeted and measurable marketing campaign management services and messaging for all three automotive consumer-marketing segments, including: current customers, previous customers, and prospective sales and service customers throughout a customer's life cycle. Our cost-justified solutions combine technology, process and database marketing expertise to ensure substantial and measurable financial benefits for our clients.

NOTE TO EDITORS: If you would like this information in electronic format (either disk or e-mail), please contact either of the individuals at the top of this release.

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