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## **BMW Veteran David Rose Joins IMN as Director of OEM Programs**

*Rose, former Sales Operation Manager for BMW, brings over 30 years of industry experience to his role with IMN*

WALTHAM, Mass. – May 11, 2010, [IMN](#), provider of [Loyalty Driver™](#), the most widely-used e-communication service for automotive dealerships, is pleased to announce the addition of industry veteran David Rose as director of OEM programs.

Rose brings more than 30 years of automotive industry experience to his position and will be responsible for helping OEM partners optimize their IMN partnership and achieve maximum results from Loyalty Driver. He brings a vast knowledge of sales and marketing from BMW of North America and Ford Motor Company to this role. His expertise in building market share and brand loyalty will ensure manufacturer partners are arming dealerships with the solutions they need to succeed in today's market, including mobile solutions, social networking, and video tools.

Prior to joining IMN, Rose spent 23 years with BMW of North America, most recently as Sales Operation Manager where he was responsible for developing sales, marketing, and operational initiatives for 25 New England BMW dealers. He helped increase market share for the passenger car market in his region for six years and increased sales per outlet to outpace the national average of 25 percent for five years straight.

“During David’s time at BMW, he consistently helped dealerships exceed their market share objectives,” said Brian Epro, vice president of automotive services. “He couples hands-on OEM experience with real-world knowledge of what works within a dealership to help build brands and increase sales. He is an amazing asset to IMN and our manufacturer partners and dealer customers.”

”I’m very excited to be a part of the IMN team,” said Rose. “Throughout my years I’ve really seen what works and what truly brings value to auto dealers and their brands. In these tough economic times it’s more critical than ever to be consistently communicating with customers and prospects in a professional and informative way. Loyalty Driver is a product that works hard at

driving revenue into every profit center in a dealership. I believe in IMN Loyalty Driver and want to help our partners realize its potential to the fullest.”

Rose has an MBA in Finance and Marketing from Babson College and a BA in History from College of the Holy Cross.

For more information about IMN Loyalty Driver, please visit IMN at [www.loyaltydriver.com](http://www.loyaltydriver.com).

**About IMN:**

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communication services. Since 2004, IMN has provided Loyalty Driver, an e-communication service to help automobile dealerships communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and Sage. Additional information can be found at [www.loyaltydriver.com](http://www.loyaltydriver.com) or by calling 1-866-964-6397.