

Cars.com Welcomes Vice President of Product

CHICAGO, April 15, 2013 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used cars, today announced the appointment of Barbara Mousigian as the company's Vice President of Product. As head of product, Mousigian will be responsible for defining the company's product strategy and ensuring it delivers rich value to all customers. She will oversee the development and launch of new products while also guiding enhancements to Cars.com's existing properties.

"As we push ourselves for rapid growth via the rollout of successful new products, our commitment to innovation is more important now than ever," said William Swislow, Cars.com's Chief Information Officer and Senior Vice President of Product. "I'm confident Barbara's strong and diverse business background will be a major asset as we continue to build effectiveness and hone the strategy of our product organization."

With 16 years of web leadership experience on top of a robust marketing background, Mousigian has worked in a variety of industries including e-commerce, consumer packaged goods and marketing services. Mousigian joins Cars.com from CDW, where as a Senior Director, she led strategy and day-to-day operations for the company's multi-billion-dollar e-commerce business, including mobile, search engine marketing and social media components.

"At its core, a product organization should take all available information, research and customer insights and translate those into the solutions people need, delivered just before they realize they need them," said Mousigian. "I am very excited to join an industry leader like Cars.com that is committed to the consumer experience and embraces testing, trying new things and challenging the boundaries of their arena."

Mousigian earned her Bachelor's degree in economics from Princeton University and her strategy and marketing-concentrated MBA from University of Chicago Graduate School of Business.

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