

Cars.com Appoints Andy Jacobson as Senior Vice President of National Sales

CHICAGO, Oct. 16, 2017 /PRNewswire/ -- Cars.com (NYSE:CARS) is announcing the appointment of Andy Jacobson as its new senior vice president of national sales, effective today. Jacobson most recently served as vice president of client development at Conversant LLC, a digital media company that leverages online and offline data to reach consumers across devices. Previously, he spent four years as vice president of sales at VerticalScope Inc., an integrated multi-platform media company, and served in sales and marketing roles on behalf of Ford Motor Company, Jaguar, N.A. and Lincoln Mercury. He also spent eight years in various sales and marketing roles at Cars.com from 2004 to 2012.

Jacobson is charged with leading the team supporting national, regional and near endemic sales. He will be responsible for fostering deep customer relationships and leveraging his expertise in digital media, social media, branded content, ad tech, machine learning and closed loop attribution to develop new strategic product initiatives that address the evolving digital marketing needs of the country's automotive manufacturers while driving growth for the company.

"Andy spent nearly a decade with Cars.com before moving on to develop significant expertise in digital direct and programmatic sales, and I have no doubt he'll be successful in his return," said John Clavadetscher, chief revenue officer at Cars.com. "He understands the rapid pace of innovation inside these walls and how to deliver increased value to our OEM customers in the face of a changing industry landscape driven by consumer behavior."

Jacobson's experience in digital media spans several industries, including automotive, retail, travel, home goods, outdoor, fashion and consumer electronics. He appreciates how brand and digital efforts work together, and is adept at helping his clients harness the power of online and offline data-driven insights to reach and influence consumers where they are across channels and devices. Additionally, Jacobson specializes in building, developing and leading winning teams while exceeding revenue and marketing goals.

"I'm thrilled to be coming home to Cars.com to lead the national sales team at such an exciting time in the company's history," said Jacobson. "I look forward to strengthening relationships with our OEM, regional and endemic partners and leveraging data to measure and drive marketing effectiveness. The future has never been brighter at Cars.com and I can't wait to contribute to its growth while helping the team drive positive change in the industry."

About Cars.com

[Cars.com](http://www.Cars.com)™ is a leading online destination that helps car shoppers and owners navigate every turn of car ownership. A pioneer in automotive classifieds, the company has evolved into one of the largest digital automotive platforms, connecting consumers with local dealers across the country anytime, anywhere. Through trusted expert content, on-the-lot mobile app features, millions of new and used vehicle listings, a comprehensive set of research tools and the largest database of consumer reviews in the industry, Cars.com helps shoppers buy, sell and service their vehicles. [Cars.com](http://www.Cars.com) properties include [DealerRater](http://www.DealerRater.com)®, [Auto.com](http://www.Auto.com)™, [PickupTrucks.com](http://www.PickupTrucks.com)™ and [NewCars.com](http://www.NewCars.com)®. The company was founded in 1998 and is headquartered in Chicago, Illinois. For more information, visit www.Cars.com.

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