

Cars.com Announces Sachin Gadhvi as Vice President of Growth Marketing

CHICAGO, March 19, 2018 /PRNewswire/ -- [Cars.com](#)™ (NYSE: CARS) today announced the addition of Sachin Gadhvi to its marketing leadership team as Vice President of Growth Marketing. In this newly created role, Gadhvi will oversee paid media, customer acquisition, SEO and organic traffic strategy, and data strategy.

"Sachin brings extensive experience in building performance marketing channels from startups to established technology companies," said Brooke Skinner Ricketts, Chief Marketing Officer for Cars.com. "We are pleased to bring his deep expertise in driving sustainable growth at two-sided tech-enabled marketplaces to our team as we continue to focus on taking our SEO optimization, customer acquisition and analytics infrastructure to the next level."

Prior to joining Cars.com, Gadhvi served as Chief Marketing Officer for Everything But The House ("EBTH"), a fast-growing, venture-funded auction marketplace. While at EBTH he was instrumental in building the marketing infrastructure, systems and channels from the ground up. Gadhvi was previously Vice President of Marketing for Ticketmaster, where he managed multiple brands, aligned performance marketing programs across SEM, SEO, programmatic display, paid social, email, affiliate and retargeting, and drove over \$1 billion in ticket sales for Ticketmaster Resale. Gadhvi also built an in-house digital marketing agency to service Live Nation business units and Ticketmaster clients, rapidly growing customer acquisition across the entire company.

"I am thrilled to join Cars.com as we leverage a powerful brand, 20 years of audience data and rapid tech innovation to propel the automotive industry forward," said Gadhvi. "I am intimately familiar with two-sided, digital marketplaces and look forward to driving sustainable growth at Cars.com by taking SEO, consumer acquisition, analytics infrastructure, talent and programs to the next level."

ABOUT CARS.COM

[Cars.com](#)™ is a leading two-sided digital automotive marketplace that creates meaningful connections between buyers and sellers. Launched in 1998 and headquartered in Chicago, the Company empowers consumers with resources and information to make informed buying decisions around The 4Ps of Automotive Marketing™: Product, Price, Place and Person, by connecting advertising partners with in-market car shoppers and providing data-driven intelligence to increase inventory turn and gain market share. A pioneer in online automotive classifieds, the Company has evolved into one of the largest digital automotive platforms, connecting thousands of local dealers across the country with millions of consumers. Through trusted expert content, on-the-lot mobile features and intelligence, millions of new and used vehicle listings, a comprehensive set of pricing and research tools, and the largest database of consumer reviews in the industry, Cars.com is transforming the car shopping experience.

[Cars.com](#) properties include [DealerRater](#)®, [Dealer Inspire](#)®, [Auto.com](#)™, [PickupTrucks.com](#)® and [NewCars.com](#)®. For more information, visit [www.Cars.com](#).

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