

Cars.com Names Matthew Gold as Chief Strategy Officer

Former Alphabet leader brings deep experience in strategy development and execution from top digital and consulting companies

CHICAGO, Aug. 9, 2018 /PRNewswire/ -- Leading two-sided digital automotive marketplace [Cars.com](https://www.cars.com)™ (NYSE: CARS) announces the appointment of Matthew Gold as Chief Strategy Officer. With proven experience across strategy development, technology and consulting, he is responsible for evolving and expanding the company's long-term growth strategy and creating strategic alignment across all Cars.com brands. Gold also leads the company's new business development efforts.

"Matthew is a proven strategist and important addition to the Cars.com leadership team. Over the past year, our company has grown from Cars.com – the online automotive marketplace – to an enterprise of brands offering digital solutions focused on driving the future of automotive retail for consumers and our partners," said Alex Vetter, CEO of Cars.com. "He brings a data-driven approach to strategic planning and execution that will help define and accelerate new growth opportunities across our business and brands."

Gold joins Cars.com from Alphabet where he developed strategies and partnerships based on insights and traffic from over a billion users. Most recently, he served as Head of Strategy and Operations for Emerging Market Product Partnerships at YouTube, helping drive growth of YouTube viewership in new markets. He started his career as a consultant at McKinsey & Company where he provided counsel to senior executives on strategic growth and operations challenges.

"I see tremendous opportunity in the Cars.com business," said Gold. "I am excited to be back in Chicago and to work closely with the CARS team to help move the business forward on multiple fronts."

Gold earned his Bachelor of Arts degree from Princeton University and his JD and MBA from Northwestern University. He joined Cars.com in July and reports to Vetter.

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 and enables advertising partners with innovative digital solutions and 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. In 2018, Cars.com acquired Dealer Inspire®, a company that builds technology that helps future-proof dealerships for changing consumer behaviors and makes the car buying process faster and easier.

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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