

Former Marketing Director Of \$300,000,000 Per Year 10 Roof Top Dealer Group Joins The Award-Winning Dealer Synergy Team

The # 1 Sales Training, Consulting & Accountability Firm In The Automotive Industry Welcomes Jason Caliri As The New Vice President of Marketing And Operations.

WELCOME!



Dealer
synergys

**VICE PRESIDENT
OF MARKETING
& OPERATIONS**

JASON A. CALIRI

operations to its executive team during Covid-19, enhancing its brand and offerings to assist in consultation, design, implementation & training in dealership marketing strategies & operations.

Jason A. Caliri was announced as the new vice president of marketing & operations at Dealer Synergy's corporate headquarters earlier this week. Mr. Caliri has an extensive background in dealership marketing including his experience of representing his dealer group OEM and manufacturers whereas previously he was the marketing director for the [Vision Automotive Group](#), an approx. \$300,000,000+, 10 rooftop dealer group in upstate NY, a position he has had over the past 10+ years.

[Karen M. Bradley](#), CEO of Dealer Synergy says, "We are very excited to bring Jason's 20+ years of Marketing experience to Dealer Synergy and our Clients". "Additionally with Jason's experience sitting on numerous Marketing/Advertising Boards for OEMs he will be essential in assisting our dealer clients with all of their Branding, Marketing, Advertising and Compliance Needs". Jason will help our clients Sell More Cars, More Often and More Profitably".

Mr. Caliri, in addition to his automotive experience also previously spent 15 years in local media for such companies as Clear Channel Radio (now IHeartMedia), CBS Radio/Infinity Broadcasting, and worked with many local charitable organizations in his hometown of [Rochester, NY](#). Mr. Caliri is also an active member of the American Marketing Association. Mr. Caliri's responsibilities will also include Dealer Video Productions, a division of Dealer Synergy, Help Because You Can, a charitable division of Dealer Synergy, marketing operations of Bradley On Demand - the automotive industries largest virtual training, tracking, testing & certification platform, the Internet Sales 20 Group, Bradley Property Management & more.

About Dealer Synergy

Dealer Synergy, located in Audubon, NJ is the automotive industry's premiere speaking, training, consulting, coaching and accountability firm. Dealer Synergy was founded over 16 years ago and services clients globally including the United States, United Kingdom, Guam, Dominican Republic, & Canada. For more information on Dealer Synergy, please visit us at www.dealersynergy.com.

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