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## **Volvo Veteran Bill Gaudreau Joins IMN as Vice President of Strategic Automotive Relationships**

*Gaudreau, former VP of Retail Operations for Volvo, brings over 25 years of manufacturing sales and business development experience to his new role with IMN*

WALTHAM, Mass. – October 22, 2009, IMN, provider of Loyalty Driver™, the most widely-used e-communication service for automotive dealerships, is pleased to announce the addition of industry veteran Bill Gaudreau as vice president of strategic automotive relationships.

The former vice president of retail operations for Volvo will bring his extensive OEM experience to his new position with IMN and will be responsible for developing and maintaining strong relationships with automotive industry participants at every level. His deep roots in the industry and vast experience paired with IMN's strong ties with both dealership groups and automotive manufacturers, will help fuel IMN's growth worldwide.

Before joining IMN, Gaudreau held several executive positions within Volvo for more than two decades. During his time with the manufacturer, Gaudreau played a key role in driving Volvo's sales and marketing results, as well as establishing solid dealer and corporate relationships. He rose through the ranks quickly from general manager in several regions to vice president of the Western region. He later held positions as vice president of national sales and vice president of retail operations.

"Bill's expertise is a key component in maintaining our position as an industry leader, as well as helping expand our global presence," said Kimo Kong, vice president of sales and channels at IMN. "His ability to capitalize on his networks, liaisons and business connections, while managing strategic partnerships with multi-billion dollar companies, as well as small businesses, is invaluable."

"One of the things I find most impressive about Loyalty Driver is its ability to substantially increase sales by consistently directing customers back to dealership profit centers," said Gaudreau. "I'm excited to be a part of the IMN team and look forward to supporting their growth initiatives. Loyalty Driver really is the best vehicle to connect with customers for dealerships who want to take their marketing to the next level."

In addition to Gaudreau's impressive industry experience, he sits on the boards of Pepperdine University and Vital Link . He has been the recipient of the Volvo President's Award and Ford Motor Company's Diversity and Work Life Award, among other accolades.

For more information about IMN Loyalty Driver, please visit IMN at [www.loyaltydriver.com](http://www.loyaltydriver.com).

**About IMN:**

Founded in 1999, IMN is a Software as a Service (SaaS) provider specializing in content-driven e-communication services. Since 2004, IMN has provided Loyalty Driver, an e-communication service to help automobile dealerships communicate with their customers through multi-media email and e-newsletters designed to drive measurable brand impact, product visibility, leads and sales. IMN serves customers worldwide and has formed relationships with more than 1,000 dealerships including the top ten auto groups in the United States. It also serves major corporations such as Shell Oil, Wachovia, Southern Living At HOME and Sage. Additional information can be found at [www.loyaltydriver.com](http://www.loyaltydriver.com) or by calling 1-866-964-6397.