



CLIENTS & FRIENDS AT A GLANCE

SEPTEMBER 8-11, 2026

Return-on-Relationship

Presented by Ted Rubin, Founder & CEO at

ActivEngage

Welcome Is a Performance Metric:
How to Turn Core web Vitals into
Digital Hospitality

Presented by Ben Hadley, Founder at

AUTO GENIUS⁺

The Data Problem Behind Every
Broken AI Promise

Presented by Mike Morgan, CEO at

launch⁺labs

How to Evaluate Automotive AI
Partners

Presented by Robert DeGeorge, Director
of Product Consulting at

**COX
AUTOMOTIVE**

The High-Performance Dealer:
Navigating the AI wave in
Dealership Operations

Presented by Misty Tippetts, Senior
Automotive Marketing Lead at

Podium

Missing Expenses That Impact
Profits: Transport Dwell,
Carrier Fraud, and the Logistics
Costs Dealers Don't Measure

Presented by Frank Zombo, Vice President
of Sales at

 **AUTO HAULER
EXCHANGE**

The New Sales Playbook: AI,
Speed, and Personalization

Presented by Steve Roessler, Chief
Evangelist Officer at

 **DriveCentric**

The Future of Automotive
Visibility: What One Year and 2
Million AI Prompts Reveal About
Dealership Visibility,
Reputation, and Influence

Presented by Dave Spannhake, Founder &
CEO, and Chad Graves, Chief Revenue
Officer, at

**RM REUNION
Marketing**



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The New Physics of Service-to-Sales: How Tchnology + Education Transform the Service lane into a High-Performance growth Engine

Presented by Daniel Govaer, Executive Vice President of Product at

WINCUE

Should Ask Before Spending Another Dollar on CTV

Presented by Tara Rego, Director of Market Growth, and Derek Orf, Senior Director, Enterprise Automotive Sales at

Spectrum
REACH®

Is Your Dealership AI-Ready? Engineering Your Dealership Site for AI Search Engines.

Presented by Gino Cipperoni, Chief Revenue Officer at

DEALER
ePROCESS

Price Is a Number. Value Is a Story.

Presented by Amber Starr, Vice President of Major Accounts at

 **iPacket®**

GEO Lessons from a Brand Entity Test

Presented by Dane Saville, Head of Search and AI Visibility at

SEARCHLAB

LIVE CALLING: Real Calls, Right Now!

Presented by Kyle Disher, CEO & Owner of

 **REVDOJO**

**MORE EXCITING SESSIONS
COMING SOON**

