



David Wassmann
Chief Executive Officer and President
NeoSynergy, Inc.

As the lead strategist and chief executive at NeoSynergy, Inc., David Wassmann believes his firm's greatest opportunity is to help dealers use the Internet to become more successful.

Wassmann was appointed Chief Executive Officer and President of NeoSynergy, Inc. in November 2007, when his company, MotorAlley.com, merged with NeoSynergy LLC, founded by Charles Shamblee. With no direct competition, this new company offers the automotive retail industry the first business-to-business-to-consumer Web solution with its product suite of *Best Deals* (online advertising), *Buy Direct* (online purchasing) and *DARWIN XE* (new and used car dealer business management system).

"Consumers can buy just about anything online—except new vehicles," explains Wassmann. "Our software makes it possible for people to shop 24/7 from the convenience of their home."

Wassmann has more than 20 years experience in automotive marketing, advertising and software and product development. He founded MotorAlley.com in 2004. The company developed a highly-efficient proprietary lead processing engine to place consumer leads with local car dealers. MotorAlley.com was the first new vehicle shopping Web site to collect and summarize new vehicle reviews and the lowest dealer-advertised new vehicle specials.

Prior to starting his own businesses, Wassmann created marketing and customer relationship management (CRM) strategies for automakers when he held senior positions at ASG Renaissance, BBDO and J. Walter Thompson. He also developed CRM tools for Reynolds and Reynolds.

David's colleagues describe him as intelligent and forward-thinking with a knack for keeping the team focused on the big picture.

The structure and culture of the company also assist with maintaining focus, according to Wassmann. "NeoSynergy was created as a company of owners rather than employees. Passion for your work is more important than formal degrees."

Wassmann's transcontinental upbringing helps him to identify talent and shapes his belief in accepting people at face value. He was born in Nicaragua and grew up in Germany and Canada before acquiring his bachelor's degree at Yale University.

He now resides in Bloomfield Hills, Mich. and enjoys biking, soccer, swimming and other activities with his two teenage sons.

About NeoSynergy, Inc.

NeoSynergy, Inc. (<http://www.neosynergy.net>), based in Bloomfield Hills, Mich., is a provider of Web-based enterprise automotive retail management, advertising and e-commerce software and services to the automotive industry. NeoSynergy's suite of products – *Best Deals*, *Buy Direct* and *DARWIN XE* – enable manufacturers, service providers, dealers and consumers to be linked in real time via the Internet to seamlessly conduct vehicle, parts and service transactions. NeoSynergy's products allow dealers of all sizes to improve operational efficiency, generate revenue and consolidate accounting across multiple locations, franchises and system services.

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