

**Dale Pollak**

Founder, vAuto Executive Vice President, Cox Automotive

Dale Pollak is executive vice president at Cox Automotive and founder of vAuto, reporting to Sandy Schwartz. vAuto became a Cox Automotive brand in 2010.

At Cox Automotive, Pollak helps drive integrated innovation across the company's inventory, media and software divisions to help dealers increase efficiencies, sales volumes and profitability. His latest innovation, Stockwave, debuted at the 2016 National Automobile Dealers Association convention. Stockwave is an innovative tool that helps dealers efficiently find, evaluate and purchase auction vehicles from a single platform.

Pollak's career in the automotive industry spans more than three decades. As a dealer, technology entrepreneur and best-selling author, Pollak has helped many successful automotive dealers make dramatic improvements in their new and used vehicle operations in today's internet-driven retail environment.

Pollak founded vAuto in 2005 and led it to become the premier inventory management solution provider for franchise and independent dealers. Pollak pioneered the Velocity Method of Management®, which has been adopted by thousands of dealers. Pollak has written four books that detail the application of the Velocity method for dealers. The latest, "Like I See It," was released in 2017. He also writes a regular blog ([www.dalepollak.com](http://www.dalepollak.com)) and is a monthly columnist for industry publications.

Prior to starting vAuto, Pollak helped build and lead Digital Motorworks, Inc., to its successful acquisition in 2002. He launched his automotive career as dealer principal for a Chicago-area Cadillac dealership, where he served for 13 years.

Pollak is a board member of Hireology, a company that helps business owners make better hiring decisions using predictive data and innovative technology.

In 2010, Pollak received the Ernst and Young Entrepreneur of the Year Award, and in 2011, Pollak was inducted into the Chicago Area Entrepreneurship Hall of Fame. Pollak was named a leader-in-residence at Indiana University's Kelley School of Business and Poling Chair of Business and Government in 2014.

Pollak holds a Bachelor of Science in business administration from Indiana University's Kelley School of Business, a law degree from DePaul University's College of Law, and is a four-time winner of the American Jurisprudence Award.