

**Dale Pollak**

vAuto Founder and Executive Vice President, Cox Automotive

Dale Pollak's career in the automotive industry spans more than two decades. As a dealer, technology entrepreneur and best-selling author, Pollak has helped over 10,000 automotive dealers in North America make dramatic improvements in their new and used vehicle operations.

Pollak pioneered the Velocity Method of Management™. It maximizes a dealer's profitability through the use of new and used vehicle market-metrics. Pollak crafted this approach during his years as a Cadillac dealer in Chicago in light of his unique circumstances of not being able to physically observe his used vehicle inventory due to blindness.

His investment and market-based approach served as the foundation for vAuto, Inc., the company that he founded in 2005. Since then, the company's technology and tools have been adopted by thousands of dealerships in North America. In late 2010, AutoTrader.com acquired vAuto, with both companies now operating as a part of the Cox Automotive family. Pollak continues to guide strategic product development/integration for vAuto and other Cox Automotive companies. Prior to vAuto, Pollak helped build and lead Digital Motorworks, Inc. to its successful acquisition in 2002.

Pollak has written three books that detail the application of the Velocity Method of Management™ in dealerships. The latest, *Velocity Overdrive: The Road to Reinvention*, was released in 2012. His most recent book, *Gross Deception: Shifting Markets, Shrinking Margins and the New Truth of Used Car Profitability* was released February 2020.

Pollak holds a Bachelor of Science in business administration from Indiana University, a law degree from DePaul University's College of Law, and is a four-time winner of the American Jurisprudence Award. In addition, Pollak received the 2010 Ernst and Young Entrepreneur of the Year Award, and in 2011, Pollak was inducted into the Chicago Area Entrepreneurship Hall of Fame. In 2014, Pollak was named as Poling Chair at the Indiana University Kelley School of Business. He also currently serves as a transportation advisor to the Federal Reserve Bank of Chicago.