

CollisionWeek

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Parts Trader Announces Formation of Advisory Council

Parts Trader LLC announced that it has formed an industry advisory council with the stated purpose of providing the platform's two primary user groups (repairers and parts suppliers) with the "opportunity to provide timely and critical feedback on the platform in order to maximize the value created by the platform."

"Creating an industry advisory council is both necessary and appropriate" said Rob Cooper, Parts Trader Chief Executive Officer. "While we spoke with many collision repairers and parts suppliers during our first two years of research and initial building of our US product offering, it is only through an ongoing, open engagement with our primary customer groups that we can ensure our product truly meets the needs of those using it."

The Parts Trader Advisory Council will consist of representatives from each user community. The initial group will include four to five repair facility advocates, with both multi-shop operators and single location operators being represented. Likewise, the group will include five to six supplier advocates, with OEM, aftermarket and recycled each being represented.

The inaugural group will include Michael Quinn, Collision Industry Conference (CIC) Chairman (Tucson, AZ); Steve Tomaszewski of Alpine Collision Centre (Grand Rapids, MI); Michael LeVasseur of Keenan Autobody (Clifton Heights, PA); Lou DiLisio of Automotive Industry Consulting (Mt. Kisco, NY); Amber Elenbaas of Pete's Auto Parts (Jenison, MI), and Christopher Northup of General Distribution Consultants (Glendora, CA). All of these individuals are active in various industry associations and advocacy groups.

PartsTrader said additional council members will be named in the upcoming weeks.

"We were very careful in choosing who to invite to participate in this initial group," said Dale Sailer, PartsTrader Vice President of Business Development. "It was critical that we assemble a group of individuals who will not be shy about expressing their opinions and are willing to hold us accountable for our stated commitments to the industry, while also being forward thinking and business savvy. We think we've put together a group that will be very demanding of PartsTrader on behalf of their peers, to the ultimate benefit of both user groups."

The first meeting of the PartsTrader Advisory Council will be held later this month.

