



## ABOUT

Automotive Ventures is the resource for automotive technology entrepreneurs and financial & strategic acquirers. The company, founded in 2014 by industry veteran Steve Greenfield, offers fundraising, growth strategy, and transaction guidance. Visit [www.automotiveventures.com](http://www.automotiveventures.com) for more information.

## ABOUT STEVE GREENFIELD, FOUNDER + CEO



 [/stevegreenfield416](https://www.linkedin.com/in/stevegreenfield416)

Steve has more than 20 years of experience in the automotive technology space. He started his career in 1999 selling software to car dealers and has overseen more than \$1 billion in automotive technology acquisitions.

Steve served as TrueCar's Senior Vice President of Strategy and Business Development, and AutoTrader.com's Vice President of Product Management and Business Development, overseeing the acquisitions of vAuto, Kelley Blue Book, HomeNet Automotive, VinSolutions, and DealerScience.

Earlier in his career, Steve served as Manheim's Director of International Development, overseeing Manheim's overseas investments, including establishing new joint ventures in Dubai, Istanbul and Beijing.

## COMPANY TO WATCH CRITERIA

Steve Greenfield evaluates and speaks with automotive companies each month and develops a list of organizations that he believes are the most interesting and innovative – ones that provide solutions to real problems for car buyers and the industry. He shares his insights in the monthly Automotive Ventures Intel Report.

## WEBSITE + SOCIAL MEDIA BADGING

Website and social media badging is available [HERE](#) (opens a public Dropbox folder) in a variety of colors and sizes to let your audience know you have been named by Automotive Ventures as a Company to Watch.

Need this badging in a different color or size than what is available? Email [info@automotiveventures.com](mailto:info@automotiveventures.com) and we'll get you set up.

Steve Greenfield and Automotive Ventures are pleased to provide quotes for your website or publications to share this information. Please email [info@automotiveventures.com](mailto:info@automotiveventures.com) to request.



[info@automotiveventures.com](mailto:info@automotiveventures.com)



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