

Auto Industry Veteran, Justin Marquardt, Appointed to National VP of Sales at DriveBid™ Live Trade-in Marketplace

DriveBid launches in the coming weeks to empower dealers to bid for and buy trade-ins straight from consumers and to help consumers to get the best offers for their used car.

TOWSON, MARYLAND (PRWEB) SEPTEMBER 20, 2022

DriveBid, the world's first live trade-in marketplace, today announced that auto industry veteran, Justin Marquardt, has joined the company as National Vice President of Sales. DriveBid is owned by the experts in audience data and advertising technologies, DrivenIQ. DriveBid, which began registering dealers for its platform earlier this year, officially launches in the coming weeks to empower dealers to bid for and buy trade-ins straight from consumers, and to help consumers to get the best offers for their used car.

"DriveBid is truly a first of its kind marketplace that requires a sales leader with specialized automotive industry experience," said Albert Thompson, founder and CEO of DrivenIQ and DriveBid. "Justin has served in sales, automotive technology and business leadership roles and that is exactly the experience we need to expand the DriveBid brand and grow our national footprint. I'm thrilled Justin has joined our team and I look forward to many successes as he leads our sales efforts."

Justin has spent nearly his entire professional career in automotive sales and technology roles, first as a software trainer for Autobase and then as a Business Analyst and Senior Account Manager for the company.

In 2012, he co-founded OnMARQ Marketing to provide expert consultation to businesses seeking to improve their digital marketing and social media strategies. He then joined Ricoh, USA, an information management and digital services company, as Major Account Executive.

In 2016, Justin served as Market Sales Manager for TradeRev and two years later, he was promoted to the position of District Sales Manager, where he was responsible for sales initiatives in the Fort Wayne, Indiana area and surrounding markets.

Justin's latest roles included Market Sales Director and Regional Director of Business Performance for KAR Global, and Market Sales Director for BacklotCars.

"The automotive industry has always been my passion and I'm very excited to lead the sales charge at DriveBid," said Marquardt. "Quite frankly, I'm shocked it's taken this long for a live trade-in marketplace, like DriveBid, to emerge in an industry that begs for direct connection between dealers and consumers in a convenient, online platform. I'm looking forward to leveraging my experience to help DriveBid become the number one destination for dealers to buy the inventory they need, straight from the driveway, and to help consumers get the best deal for their car."

This latest news comes on the heels of DrivenIQ's announcement last month that it has received \$15 million in a Series



Justin Marquardt, National VP of Sales at DriveBid

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A funding round backed by Capstone Technologies Group, Inc. (OTC: CATG). Capstone Technologies acquires, operates and organically develops disruptive technologies. The company acquired an initial minority interest in DrivenIQ in October 2021 and has since invested additional capital to further accelerate DrivenIQ's growth.

To connect with Justin on LinkedIn, visit <http://www.linkedin.com/in/justin-marquardt-8020b57/>.

About DrivenIQ

DrivenIQ is an omni-data DaaS (Data-as-a-Service) tech company and Audience Management Platform (AMP) that specializes in zero and 1st-party data, data modeling and data solutions to help businesses best manage their ideal customers. The company offers a variety of services, including website traffic, consumer analytics and data visualization, geo-zoning audience technologies, data identity resolution, data management appending, data-first social media solutions, VisitIQ™, a caller ID solution for websites, DrivenIQ Identity Graph and DriveBid™, a live vehicle trade-in marketplace. Founded by Albert Thompson, a digital advertising expert and former car dealer, DrivenIQ is known for its automotive industry data solutions, although it helps small, medium, and large businesses across various industries. Visit <http://www.driveniq.com> and <http://www.drivebid.com/dealer> for more information.

About Capstone Technologies, Inc.

Capstone Technologies Group, Inc (CATG) seeks to acquire, operate and organically develop disruptive technologies across several sectors where they have expertise aided by a network of experts and advisors. Capstone Technologies Group also intends to invest through a wholly owned subsidiary Capstone Venture Partners, LLC alongside best-in-class investors or directly in proven founders building companies with technologies that will shape the future.

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