



CIMA SYSTEMS HIRES INDUSTRY VETERAN ANNE ROGERS TO DIRECT MANUFACTURER RELATIONS

PLEASANTON, Calif. – October 14, 2008 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, announced the hiring of Anne Rogers to manage and act as the liaison between CIMA and their manufacturer clients. Rogers primary responsibility will be managing the relationship between CIMA and all domestic OEM clients, with a primary focus on the new partnership between CIMA and Chrysler, LLC.

Rogers joins CIMA with over 16 years of experience as an expert in Customer Relationship Management (CRM) and Business Development Center (BDC) operations for automotive dealerships. Most recently Rogers held the position of V.P. – Account Director for Aspen Marketing Services where she developed programs to drive dealership traffic at the retail level. Prior to this position, Rogers worked as V.P. CRM and Integrated Marketing Manager for BBDO where she lead the Chrysler BDC Task Force and implemented Dealer Advertising Association (DAA) strategies and mobile marketing initiatives for Daimler-Chrysler. She began her career at Ross Roy Communications as Account Supervisor/CRM Specialist where she worked with Chrysler to launch a new technology platform to deliver dealership training programs.

“After seeing CIMA in action, I am convinced it is the strongest virtual BDC currently on the market and I’m excited to help manufacturers bring it to their dealers,” said Rogers. “In my experience this is a product that can help dealerships begin recognizing additional revenue the day they implement the system.”

At CIMA, Rogers will be integral to managing the recent partnership with Chrysler LLC, whereby CIMA will provide its automated marketing and communications applications as a “private label” for the manufacturer’s Chrysler, Jeep® and Dodge dealerships. The CIMA system will help generate revenues and profits for dealerships, while also improving customer satisfaction. Rogers will also be responsible for establishing and managing new partnerships with additional domestic manufacturers.

“Anne’s strong background in Customer Relation Management, Marketing Services as well as her established relationships with manufacturers, makes her an incredible asset to our team,” said Gary Nixon, President & CEO of CIMA Systems. “I am confident that her skills will be invaluable in helping us to serve all of the OEM partnerships generated with CIMA.”

For more information on CIMA Systems, or its products, please visit www.cimasystems.net or call (925) 461-4600.

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About CIMA Systems:

CIMA Systems patent-pending solution was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive Industry. After years worth of development time, CIMA Systems, a Customer Interactive Management Application (CIMA), was born. The application helps serve as a 24 hour, automated BDC for dealerships. Developed exclusively for the automotive Industry, CIMA helps dealers communicate two-way with their customers in the way the customer wants to be contacted, via telephone, mail, and email or text message and analyzes the success of those communications with reporting and mapping tools. To find out more about CIMA, visit www.cimasystems.net or call 925-461-4600.

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