



Marine Industry Professional Joins Marine Dealer Solutions

Sacramento Area, California

Marine Dealer Solutions welcomes
Jared Mikacich as their new VP of Sales
and Marketing

As Vice President Sales and Marketing, North America for Marine Dealer Solutions (MDS), Mikacich brings his many years of sales and marketing experience from both the software and marine industries. Mikacich's history with boats.com, Maxwell Marine, Mikker Sports, Watch Captain and CorVant caters directly to the current market demands of MDS. Most recently, he dramatically increased sales for Panolin America, with a focus on the commercial marine and dredging markets. Along with his additional marine experience as both a dealership owner, licensed captain and yacht & ship broker, he brings many years of sales professionalism, work ethic and commitment to the MDS team.

MDS has successfully developed and implemented the most technically advanced platform for controlling brand online image and accelerating distribution sales. This brand specific platform enables manufacturers to control their digital image and content resulting in an increase of consumer confidence. In addition to strengthening the OEM relationship with distribution networks, dealers can benefit from MDS's CallersIQ Smart CRM, Inventory Management, Call Campaigns, Fast Response lead management, Live Chat and other proprietary dealer services all focused toward increasing revenue. MDS's combination of proprietary web-based tools that handle the functionality in addition to their in-house industry experts implementing a real human experience have proven to drive and expedite sales.

Partnering with MDS enables you to capitalize on many levels all the way from qualified leads generated by MDS through to customer support after the sale. MDS also manages and carries the work load of these services so you can focus on the success of your business. A true solution for manufacturers and dealers of all these services without the cost and burden of a major work force increase. If you want to discuss how MDS can help your business, please contact Jared at: Jared@MarineDealerSolutions.com