

BIOGRAPHY: MARILYNN YOUNGS

Over a 26-year career in management and executive positions in the automotive industry, Marilyn Youngs has earned a reputation as a proven leader in marketing management, product development, competitive positioning and customer satisfaction.

Currently, as senior director of NADA University and Dealer Operations marketing, she leads the development, strategic planning and marketing for this groundbreaking new initiative, as well as a host of other products and services, all designed to increase dealership profitability and efficiency. NADA University (www.nadauniversity.com) is set to be unveiled at the 2010 NADA Convention, February 13-15, in Orlando, FL.

Previously, Youngs was senior director of sales, marketing and customer satisfaction for NADA Used Car Guide, overseeing the strategic outreach and product development for the leading data supplier of market-reflective used-vehicle values, serving dealers, manufacturers, financial institutions, insurance companies, government agencies and other entities.

Before joining the staff of the National Automobile Dealers Association, Youngs served in key marketing management positions at Ford Motor Company over a 23-year period. She last served as regional marketing manager for Ford, Lincoln and Mercury in the mid-Atlantic market in the mid-2000s and as regional manager for Lincoln and Mercury in the Washington, DC region in the early 2000s.

Previously, Youngs held progressively senior managerial positions at Ford, focused on owner and brand loyalty, global training and development, retail development and customer satisfaction. Early on, she began building a strong reputation as an innovative, results-oriented industry leader that has continued to grow through the years.