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**For Immediate Release**

**In preparation for new product introductions, Market Scan elevates its service and support levels extended to OEM and Lenders**

**Camarillo, Calif., April 2, 2021** – Market Scan Information Systems, Inc., an automotive industry-leading SaaS/PaaS enterprise solutions and data provider, continues to expand its offerings to automotive OEMs, lenders and credit unions.

“As a company, we are entering a very exciting phase. The last year has demonstrated the importance of providing integrated solutions for all stake holders in our industry,” said Rusty West, President and CEO of Market Scan Information Systems, Inc. “As we continue to expand our partnerships with OEMs, lenders and credit unions, we will be dedicating new and additional resources for our enterprise clients. We are committed to ensuring they receive fantastic and unparalleled support to benefit fully from our competencies and business analytics’ solutions”.

As part of the increased focus on providing superior support to OEMs and lenders, Jose Galvan has been promoted to Head of Data Partnerships. In this new role, Jose will be responsible for the development and management of Market Scans' data partnerships in the United States.

“Given his experience, industry knowledge and particular skillset, I am excited for Jose to take on the newly created position as Head of Data Partnerships, for which he is an ideal fit”, West added. “Jose started out as a Data Analyst for us in 2000 but was promoted several times, culminating in the role of Chief Data Officer. Appointing Jose to this position demonstrates our commitment to successfully expand our collaborations and partnerships with our core enterprise clients”.

During Jose’s tenure as Chief Data Officer, Market Scan developed a highly sophisticated data aggregation and ingestion system and launched the industry’s most complete and complex rebate and incentive matrices for every OEM and their DMAs.

“I have had the great fortune to have been involved in all facets of developing and refining our data management. The database and enterprise solutions we have developed over the past 10 years are truly outstanding and enable our partners, among other things, to optimize their market position with laser-like precision”, said Jose. “I very much look forward to expanding our partnerships; the digital era and today’s discerning consumers’ shopping habits and preferences warrant enterprise collaborations and solutions, unlike what we have seen in the past”.

Market Scan’s data and calculation technologies are widely accepted industry-wide as the most complete and reliable, supporting services and solutions across the entire industry ecosystem. The company’s client roster spans the gamut in the automotive industry from “single rooftop” retail stores to industry leaders, including partnerships with General Motors, Dealer Inspire, Roadster, Tekion and FRKINtech, among others.

To learn more about Market Scan, visit [www.marketscan.com](http://www.marketscan.com).

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**About Market Scan**

Market Scan is a leading provider of technology and analytical solutions for the automotive industry. The company's proprietary technology and analytics mine value from vast amounts of data to enable efficient, frictionless and scientifically accurate transactions. Market Scan's solutions facilitate easier, more complete, competitive and accurate results, enabling automotive dealers, lenders and manufacturers to provide better products, experiences and profitability to serve customers and take share. For more information, call 800-658-7226 or go to [www.marketscan.com](http://www.marketscan.com).

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