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Spireon taps Skutta to lead streamlined automotive product portfolio



Wednesday, Jun. 12, 2019, 01:07 PM

By Auto Remarketing Staff

IRVINE, Calif. -

Brian Skutta's professional automotive resume includes five companies — TrueCar, AutoAlert, VinSolutions, AutoTrader.com and now Spireon.

Spireon announced on Wednesday the unification of its auto finance as well as franchised and buy-here, pay-here dealer product offerings into a combined automotive portfolio along with the appointment of Skutta as its president.

Under Skutta's leadership, Spireon said its automotive-focused segments will leverage its product lineup and already deep bench of industry experts to best serve its customers into the future.

“Brian has extensive experience in the automotive sector and an outstanding history of driving both top and bottom line results while ensuring the customer’s needs remain top of mind,” Spireon chief executive officer Kevin Weiss said in a news release.

“With two flagship products — Kahu and GoldStar — meeting the connected vehicle needs of our automotive customers, Brian’s expertise and unique vantage point will help elevate the business to its highest potential,” Weiss continued.

Before joining Spireon, Skutta was executive vice president of dealer sales and service at TrueCar, playing a pivotal role in the development and execution of the company’s dealer relations turnaround and product portfolio expansion. He previously held c-suite and executive leadership positions at AutoAlert, VinSolutions and AutoTrader.com.

“Spireon has a proven track record of exceptional leadership in the connected vehicle space, having launched the first truly connected solution of its kind — Kahu,” Skutta said.

“I’m joining the company at a pivotal time and look forward to helping grow our already impressive customer base of over 20,000 companies, boost our contributions to the industry and further solidify our commitment to the companies we serve,” he went on to say.

Learn more at www.spireon.com.

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