

Case Study: Launching Procon Analytics and Driving YoY Growth

Background:

As Vice President of Marketing at Procon Analytics, a leader in automotive IoT solutions via its Pileus Platform, I played a pivotal role in launching the company and driving growth for its portfolio subsidiaries. In 2019, we restructured into the following entities:

- **Procon Analytics:** Parent, holding company.
- **Connected Dealer Services (CDS):** Focused on lot management, F&I, and consumer vehicle health for franchise auto dealers.
- **Advantage GPS:** A risk mitigation company supporting vehicle finance customers, independent used car dealers, and lot management.
- **Ryken:** Asset management solutions for construction and asset management industries.

2019 through present day, I continue to oversee marketing initiatives for Procon Analytics, Advantage GPS, and Ryken.

Challenges:

- Establishing new brands in highly competitive markets for automotive telematics and asset tracking solutions.
- Developing and executing effective go-to-market strategies for multiple subsidiaries.
- Increasing brand awareness in a crowded industry.
- Generating high-quality leads and achieving significant ROI.
- Creating lifecycle campaigns to enhance customer loyalty and win back lost customers.

Actions Taken:

- Designed corporate branding, logos, and messaging for Procon Analytics and the Pileus PaaS platform.
- Developed brand identities and go-to-market strategies for subsidiaries, including CDS, Elo GPS, CarRx, Advantage GPS, SmartLot, Ryken Asset Management, and Ryken Security.
- Executed integrated campaigns across content development, SEO, print and digital design, public relations, event management, social media, and direct response marketing.
- Formed strategic industry partnerships and created data-driven educational curriculums for risk mitigation, increasing credibility and lead generation for the Advantage brand.
- Built lifecycle campaigns to enhance customer loyalty and recover lost accounts.

Results:

- Achieved **15–20% year-over-year growth** in leads and ROI through Advantage's integrated campaigns.
- Delivered an overall **impressive 1095% ROI** through strategic partnerships, association sponsorship campaigns, and thought leadership initiatives in 2024.
- Generated **over \$3.4M in revenue** from monthly referral campaigns in 2024 for Advantage and Ryken.
- Significantly enhanced brand recognition and market positioning for Advantage GPS.
- Increased awareness and industry credibility as risk mitigation experts, securing **50+ conference breakout sessions and continuing education classes** nationwide since 2020 for the Advantage GPS brand.

Summary:

This case study reflects my ability to strategically launch and grow brands in competitive markets, drive measurable results, and build impactful marketing campaigns. My expertise in lead generation, ROI-driven strategies, and brand development has consistently delivered outstanding performance, positioning organizations for long-term success.

I bring a results-oriented mindset and a proven track record to every challenge.