



# Paul Johnson Joins Advisory Board of NabThat

*NabThat, has cracked the code to online conversion and boosts genuine sales leads for auto dealers*

LOS ANGELES , CA , UNITED STATES , September 14, 2017 /EINPresswire.com/ -- [NabThat.com](http://NabThat.com), one of the fastest growing technology companies assisting auto dealers in converting online traffic into leads, just announced that auto industry veteran and Internet Pioneer Paul Johnson will be joining their Advisory Board.

Jason Silberberg, CEO said, "As more auto dealers target online consumer traffic, our team has been focusing on enhancing offerings for the automotive market. To that end, having Paul Johnson as part of the NabThat family, along with his extensive experience in the automotive sector, ensures that our company will continue our fast track growth in the coming year."

Over his career, Paul Johnson has been recognized as a highly effective strategic and operational leader with an exceptional track record of building brands, products, and businesses across both traditional and digital media worlds. Johnson was CEO of Kelley Blue Book for 13 years and led the transformation, growth, and sale of the Internet giant KBB.com, and software and hardware services start-up CDMdata.

In his current position, Paul provides strategic and operational advisory services to fast growth companies, startups, and investment groups. NabThat will leverage that expertise in upcoming business development initiatives, and improving already successful conversion and email auto response platforms.

Paul Johnson shared, "I'm excited about the potential at NabThat, and look forward to helping enhance their dynamic conversion technology platform to generate more quality leads for auto dealers." He continued, "I also see tremendous potential with NabThat's proprietary dealer website platform that streamlines and enhances the consumers' experience. Dealers will be surprised to discover how much better their websites could be performing."

Silberberg also added, "Dealers face fierce competition from third party websites, area dealers, and even OEMs, so when they're able to double or triple the conversion rate from their own website with our technology it really brings more prospect opportunities and increased revenue. Our clients look for every edge they can get, and we provide that for them."

The NabThat team will be attending the upcoming Digital Dealer event in Las Vegas and dealers can call(844) 622-8428 for an appointment to get a tour of their platform, and see first-hand how more sales leads are generated from their proprietary technology.

About NabThat - [www.nabthat.com](http://www.nabthat.com)

NabThat has cracked the code to online conversion. Analyzing consumer behavior and analytics, NabThat's suite of products assists automotive dealerships in converting more of their online traffic into leads. NabThat offers Lead Conversion products, Email Auto Response Platform, Digital Marketing and Automotive Web sites. NabThat works with a large number of dealerships across the

country and offers exclusive rights in selected territories. Dealers can apply online to receive a demo of their product suite.

NabThat will be attending Digital Dealer 23 and a one-to-one meeting can be scheduled by emailing [dd23@nabthat.com](mailto:dd23@nabthat.com) or calling (844) 622-8428.

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