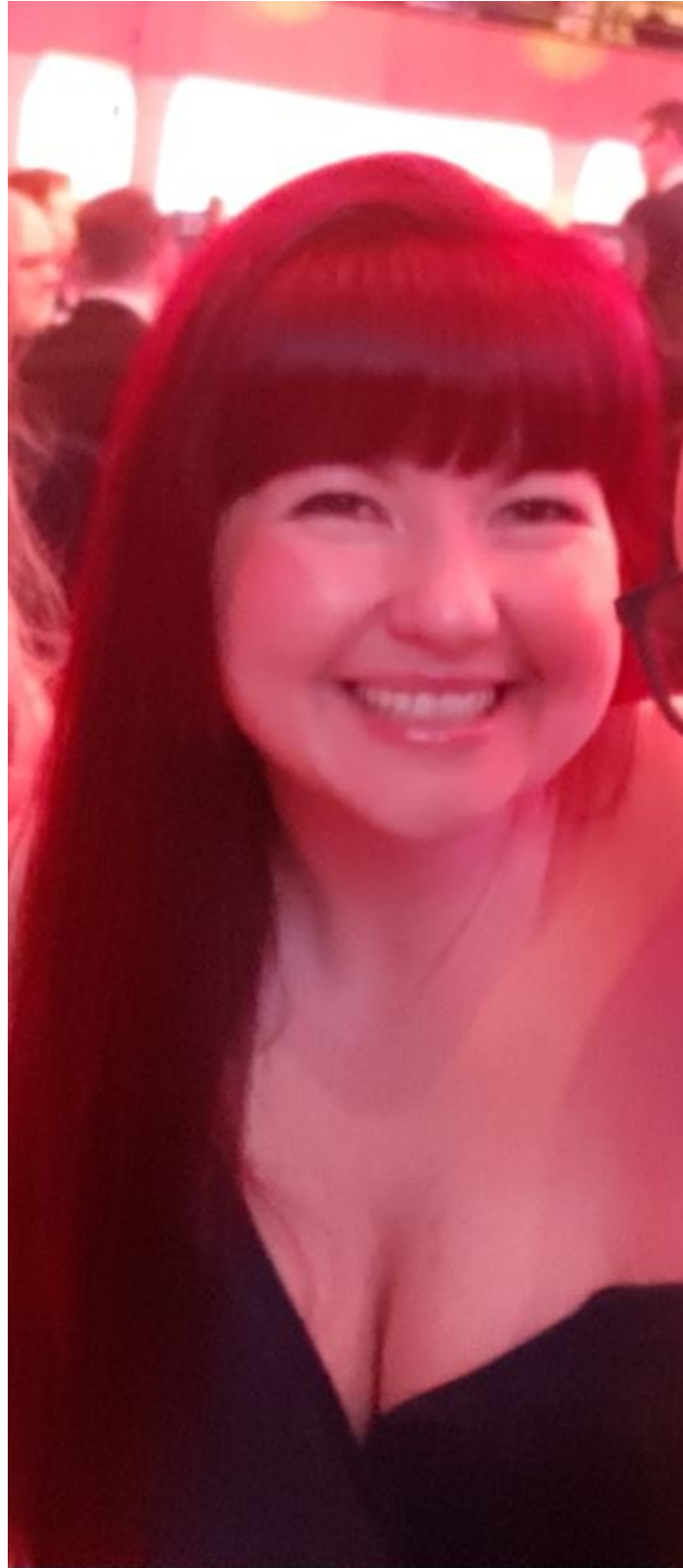


REBECCA FEENEY



Job: New Car Brand Director

Company: Auto Trader

I work closely with our retailer sales division and our largest retailers to ensure they understand our new car product and are maximising the opportunities we can provide them. I utilise data and insight to assist retailers on their digital journey ensuring I am delivering ROI and a world class service. My role also involves: improving relationships, increasing ROI, presenting strategy and report, communicating new ways and solutions to retailers, assisting retailers with business improvements.

Social

Approachable

Positive

The skills I use most in my job... Communication

- Presenting
- Simplification of data
- Collaborating with teams across the business

The most interesting thing I've worked on in my career so far...I really enjoy working with our sales team and our manufacturer team and seeing the full end to end journey with an OEM and a retail network and working with them to get the most from our platform.

What inspired me into digital and tech...I began working in a very non digital environment and found the industry was challenging as it was very 'offline' and old school. When I was approached to work at the largest online website provider for an automotive supplier, I thought it would be a great opportunity to understand how the digital side would improve the offline side.

My educational background is...I worked at Mercedes Benz of Maidstone as a receptionist, and a then became a sales administrator for Jeep. I haven't been to university but I have worked in Automotive, then I went into digital within Automotive. I spent 5 years at a large website provider and I have now been with Auto Trader for 5 years.

What advice I'd give to girls thinking about a career in digital and tech...I don't feel that the tech industry is as male orientated as it used to be (it's still male dominated for sure!) and working alongside some of the fantastic women as I do, has given me the opportunity to grow confidence at pushing myself and other women further forward in the tech space. It's constantly evolving, always challenging and gives a new meaning to 'fast paced'. If you want to move forward and be challenged and feel every day like you've achieved more than you thought possible - I would recommend digital and tech!