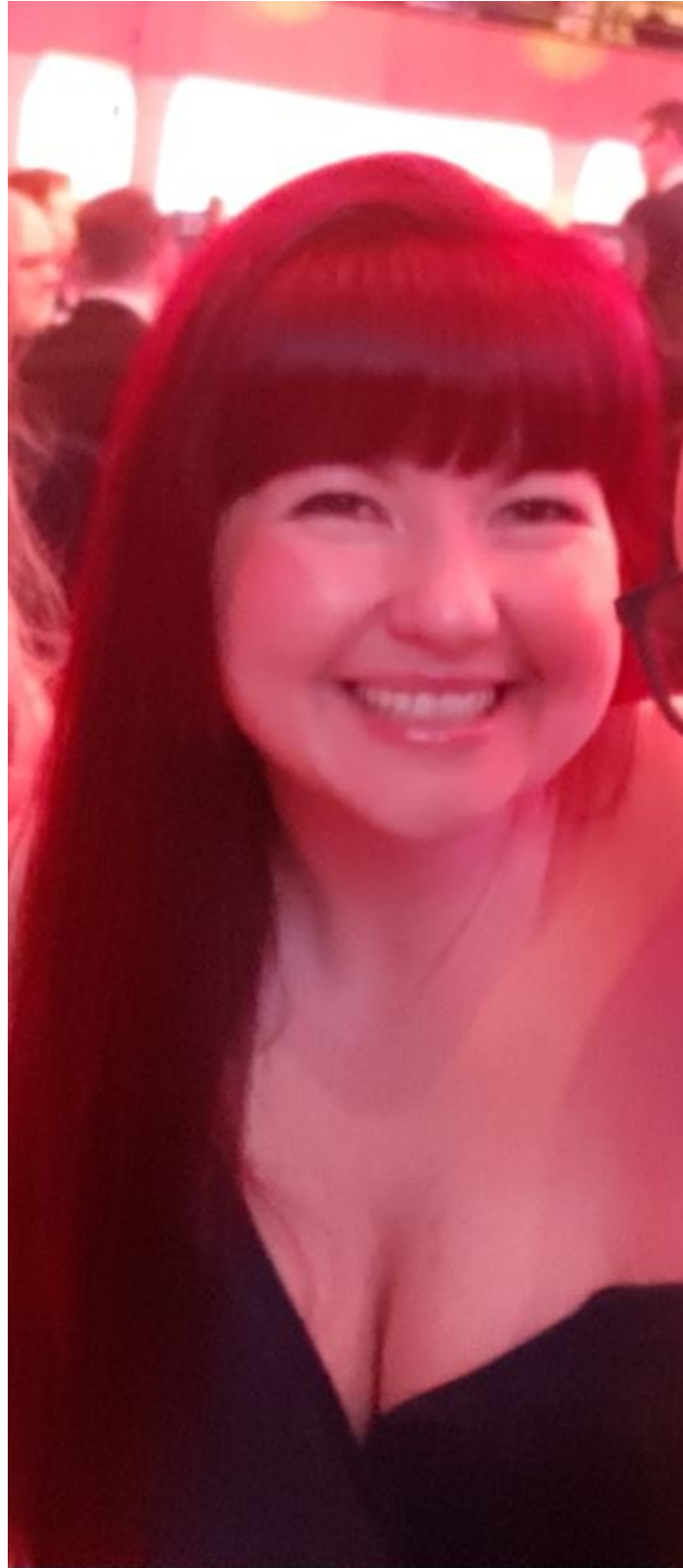


**REBECCA FEENEY**



**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!