



Panel 3: The Power of APIs & Partnerships

LinkedIn Live Session

8/31/2021, 12 PT/ 2 CT

PANEL ABSTRACT

More than ever before, digital ecosystems are empowering enterprises in the same or adjacent industries to collaborate to the mutual benefit of their own business, and their customers'. The common denominator powering an explosion of collaboration are APIs, application programming interfaces. APIs bind together digital ecosystems that widen the range of services any business can provide, and allow those companies to reach wider audiences in saturated networks and e-commerce markets. Opportunity to benefit from digital ecosystems exists in every industry, especially retail automotive. Companies that want to stay adaptable to survive in the digital economy should adopt the "ecosystem way of the API."

In Dealerware's third INSPIRE Session, hear from thought leaders at CDK Global, Checkr, Dealerware, and Spotify as they share strategies for making the most of integrations and partner ecosystems. The panelists will also discuss how new innovations will allow them to curate services for customers in rapidly-evolving and competitive spaces. Don't miss this unique opportunity to learn how you can leverage other companies' expertise to enhance your customers' experiences and widen your reach with smart API strategies.

DETAILS & LOGISTICS

Date: Tuesday, August 31, 2021 @ 2:00 - 3:00 PM CT

Location: LinkedIn Live. This panel will also be video recorded.
(Details in final calendar invite as well)

Attire: Business Casual

Goal: Share perspectives from across industries on the latest ways to shift, innovate and solve problems to better serve customer needs. Provide a unique opportunity to gain insight into how any businesses can take advantage of partnerships and API technology to solve internal gaps. Opportunity to highlight innovation within the companies as each work closely with



partners to provide the best customer experience, while also being on the cusp of tech and API systems.

Key Reminder: Engaging in a seamless and open conversation is the best way to approach this panel.

Moderator: **Courtney White** (VP Marketing and Communications, Dealerware)

Panelists: **Chris Taylor** (VP and GM, Neuron, CDK Global)
Mark Halsell (Dir of Corporate & Strategic Business Development, Dealerware)
Marc Diouane (Chief Business Officer, Checkr, Inc)
Craig Weingarten (Global Head of Industry, Automotive & QSR at Spotify)

PANELIST BIOS



- **Chris Taylor** (VP and GM, Neuron, CDK Global)
- [LinkedIn](#)
 - **Background:** Chris founded [Square Root](#) in 2006 after a 10 year career at Trilogy Software. He bootstrapped Square Root for 15 years until he sold it to an automotive strategic group, CDK Global, in February 2021. Prior to the sale, Square Root's SaaS platform, CoEFFICIENT, helped the world's leading automotive brands use data science to drive dealership performance. Culture is a huge focus for Chris, and Square Root received many culture accolades including being named the 2nd best US workplace by FORTUNE, a top innovator by Fast Company, and one of PEOPLE magazine's top companies that care.
 - Chris graduated Phi Beta Kappa from Carnegie Mellon with degrees in Computer Science, Mathematics, and Cognitive Psychology.



- Outside of entrepreneurship, Chris enjoys adventuring with his wife and two daughters, cycling, and a nice glass of wine.



- **Mark Halsell** (Director of Corporate & Strategic Business Development, Dealerware)
- [LinkedIn](#)
 - **Background:** Prior to being Director of Corporate & Strategic Business Development at Dealerware, Mark had acquired years of experience in brand partnerships. Previously at Netspend, Mark managed projects for new verticals in Netspend's partner channels that focused on key strategic relationships, managing partner marketing programs, API integration and sales enablement processes. Currently at Dealerware, Mark establishes partnerships with eligible dealers to help eliminate cost, create program efficiency, and elevate customer experience.



- **Marc Diouane** (Chief Business Officer, Checkr, Inc)
- [LinkedIn](#)



- **Background:** Marc Diouane is the Chief Business Officer at Checkr in charge of the company GTM strategy and execution. Prior to this, he served as Zuora's President from 2014 to 2019. During his tenure at Zuora, he helped scale the business and the organization from \$25-30M to almost \$300M. Zuora went public in April 2018.
- Marc has 27 years of management experience running all facets of the business (Marketing, Sales, Services, Customer Success, and Customer Support). He has succeeded in building and scaling enduring organizations across all geographies.
- Marc holds a master's degree from Bordeaux Business School (ESICI).



- **Craig Weingarten** (Global Head of Industry, Automotive & QSR at Spotify)
- [LinkedIn](#)
 - **Background:** Spotify's Global Automotive Category Development Officer, Craig Weingarten, has over 20 years of experience in digital marketing focused on the auto industry. Prior to joining Spotify, Craig led new business and WPP Partner Integration at Detroit-based GTB (previously Team Detroit), Ford Motor Company's Global Agency of Record. At Spotify, he is responsible for driving innovation and strategy for Spotify's Automotive partnerships.

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Intro (Courtney White)

Hi everyone! I'm excited to have you all here as we discuss the power of partnerships. And specifically, how API-driven partner ecosystems are transforming the way we can do business, serve customers, and ultimately improve the world in which we live. Today's panel is filled with speakers, from various industries, who's organizations are doing some very inspiring work on the partnership integration front. We'll talk all



about that and we'll also share advice for those of you that might just be dipping your toes in the water.

To all of you tuning in, thank you! Please feel free to submit questions throughout via the chat box and we'll look forward to digging into those toward the end.

Let's get things kicked off with some introductions from the group!

(Introductions - Who you are and what you're focused on at your organization)

TALK TRACK & QUESTIONS

Question 1:

Starting at a high level, I'd love to hear how your organizations view partnerships and integrations?

(Relevant - all panelists)

Question 2:

What are some reasons APIs might be important to a business?

(Relevant - all panelists)

Potential talk track answers:

- Driving collaboration and connectivity
- Enhances customer experience
- Fuels innovation
- Allows for faster product deployment

Question 3:

From an operational lens, what does it take to drive a good API/partnership practice for organizations that may be just starting out?

(Likely most relevant: Mark H., Chris)

Question 4A:

How do you identify who to partner with? What are the criteria you use to help in that process?

(Relevant - all panelists)

Question 4B:

Once you've identified the right partner, what are some tips on how to successfully garner internal buy-in?



Question 5:

Partnerships have to move the needle. In your opinion, what are the most important elements of a partnership to deliver success for the end user?

(Relevant - all panelists)

Question 6:

Specifically with your business, what are a few of the things you're most proud of or excited about that have been a result of a strong partnership practice?

(Relevant - all panelists)

(Break for audience questions)

Kick off audience questions:

What are some of the ways your organizations use big data for personalization that drives positive results for businesses and consumers?

- Craig can discuss ad sales
- Marc can discuss best practices for compliance
- Chris can discuss best practices for "dealers like you"

Once you have your API's productized, what would be some tips or advice on how to engage potential partners and how do you know when a partnership is viable?

- Humble approach - leave the ego at the door
- Communicate with candor
- Lead with transparency
- Be up front and direct about goals
- “Here's what we do that is awesome, here's where our growth edge is, here's why you're interesting to us, let's collaborate”

Question 7:

And the final question for today... In the context of your work, what inspires you most right now?

(All panelists)

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OVERVIEW OF FLOW

The below section delineates the overall flow of the panel. The panel will be broken down into two segments: the panel will run for 40-45 minutes, with the remaining 10-15 minutes open for audience Q&A. It's important to note that the panel's run-of-show is a recommendation and is open to modifications for a seamless event. Lastly, the post-panel duties include any



editing needed for the recording, as well as the uploading process onto the Dealerware landing page. From there, all partners can push marketing and promotional efforts on social media via the panel upload link.

Panel

- Panelists gather 15 minutes before the panel in the LinkedIn live “green room.”
- Panel: 40-45 Minutes
 - Moderator to begin the panel with introductions
 - Moderator to introduce the panelists and proceed with the questions
 - Panelists to answer questions on a voluntary basis with direction from Courtney White
- Audience Questions: 10-15 Minutes
 - Once questions conclude, there will be an open forum for audience members to ask questions to the panelists.

Run-of-Show

1:45 PM CT	Moderator and panelists assemble in LinkedIn Live greenroom (link: https://studio.restream.io/guest/bE0xbVc4bYp7jPgr9UvPudofRycXxnU)
2:00 PM CT	Courtney Opens (5 mins)
2:05	Intro Panelists (5 mins) • Chris Taylor (VP and GM, Neuron, CDK Global) • Mark Halsell (Director of Corporate & Strategic Business Development, Dealerware) • Marc Diouane (Chief Business Officer, Checkr, Inc) • Craig Weingarten (Global Head of Industry, Automotive & QSR at Spotify)
2:10	Questions to Panelists (35 mins)
2:45	Q&A from Audience (10 mins)
2:55	Courtney Closes (5 mins)

Post-Panel

- Dealerware team to post recording on landing page
- Panelists to promote the panel on social channels, if desired.

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