



# **FOR IMMEDIATE RELEASE**

## **EFG Companies Expands Powerhouse Leadership Roster**

**DALLAS, TX (April 30, 2024) EFG Companies, recently named as a *USA Today* National Standard Top Employer, has added three senior executives with a combined 70+ years of experience in retail automotive sales and finance and insurance (F&I) management. Adam Fifield, named Vice President, Business Development, Gabe Sanchez, named Regional Vice President, Dealer Services, and Brittany Isehour, named Performance Coach, Dealer Services, will advance dealers' efforts in successfully navigating today's complex environment and achieving long-term profitability. Learn more at <https://bit.ly/EFGLeadership>.**

"While retail automotive remains healthy in relation to profit potential, our clients face a new variety of complex issues that can be distracting and dilutive to the bottom line," said Jennifer Rappaport, President and CEO of EFG Companies. "By leveraging our award-winning strategic business model, these three industry veterans bring tremendous value and actionable insight to our clients as they traverse barriers to profit."

### **Adam Fifield, Vice President, Business Development**

A former dealer principal himself, Adam brings more than 35 years of industry experience to his role, including dealership consulting, strategic planning, and business development. Most recently, Adam served as the CEO and Founder of The Excellence Group, a firm based in Charleston, IL, providing sales training and motivation. He previously served as Vice President at Assurant where he was responsible for training and motivating agents in 33 states, resulting in higher production and higher agent and dealer satisfaction. Prior to Assurant, Adam served as general manager/partner at Pilson Auto Centers in Charleston, IL, expanding the group from one location to three while improving unit sales by 337%. Adam is Senior-AFIP certified.

### **Gabe Sanchez, Regional Vice President, Dealer Services**

With more than 25 years of experience and a reputation of building high-performance teams, Gabe delivers consistent revenue growth, team mentorship, and relationship management to his role. Prior to joining EFG, Gabe served as Vice President of Sales in the Dealership Division of Vehlo. He previously served as the National Director of Sales for Dominion DMS, Vice President of Sales and Digital Retailing for Cox Automotive, Inc., and Director of Strategic Accounts for National Credit Center, and Director of Sales for Dealertrack DMS and Dealertrack Technologies, Inc. He began his retail automotive career on the retail sales floor and has served as a General Manager for Bob Baker Auto Group, Group 1, Van Tuyl Auto Group, and DCH Auto Group.

### **Brittany Isehour, Performance Coach**

As an EFG Performance Coach, Brittany serves as an advisor to auto groups' sales and finance teams regarding industry best practices on sales, compliance, customer service and customer retention, while delivering hands-on instruction using EFG's award winning client engagement model. Prior to joining EFG, Brittany served in finance management and sales management roles for Ken Garff Porsche Audi, Young Automotive Group, and Jerry Seiner Buick GMC. Throughout her career, Brittany has lead finance departments

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toward record-breaking profit, including increasing PVR by 300%, decreasing time to fund by 71%, and increasing product penetration by 185%.

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### **About EFG Companies**

For almost 50 years, EFG Companies has provided consumer protection programs for vehicles and residences across seven market channels. The company's strategic intent is to build sustainable market differentiation and profitability for its clients and partners, including dealers, lenders, manufacturers, independent marketers, and agents. EFG's award-winning engagement model is built upon the belief that the company serves as an extension of its clients' management teams, providing ongoing F&I development, training, product development, compliance, and nationally recognized product administration with an ASE-certified claims team. Learn more about EFG at: [www.efgcompanies.com](http://www.efgcompanies.com)