# Automotive Leadership Roundtable set to tackle industry challenges in 2025



The automotive industry is poised for significant transformation as it approaches 2025, and Team Velocity is preparing to host the inaugural Automotive Leadership Roundtable (ALR) on January 9, 2025. This groundbreaking event will be live-streamed, allowing industry leaders, innovators, and decision-makers to engage in discussions about the urgent challenges currently facing the sector.

During the roundtable, participants will delve into key issues such as shifting customer expectations, the ongoing digital transformation of automotive retail, and the emerging direct-to-consumer (DTC) business models that are reshaping how vehicles are marketed and sold. The ALR aims to provide a platform for executives to explore strategic solutions and innovative pathways in navigating the complex landscape of automotive retail, marketing, and technology.

A pivotal focus of the event will be the trend of fragmentation in technology systems that can disrupt the customer journey and erode trust. Industry experts will discuss the vital need for integrated tech stacks, which can unify tools like Customer Data Platforms (CDPs) and Customer Experience Platforms (CXPs) to create a seamless and frictionless experience across all consumer touchpoints. Such integration is expected to enhance customer loyalty, a critical factor for success as the industry evolves.

Moreover, ALR will examine how data and artificial intelligence (AI) can significantly enhance customer experiences. With today’s car buyers expecting personalised interactions, the use of real-time data to predict consumer behaviour, optimise sales funnels, and implement hyper-targeted marketing strategies will be key discussion points. Experts will evaluate how to leverage these technologies to drive engagement and conversions in a rapidly changing market landscape.

Another pressing issue on the agenda is the challenge posed by DTC disruptors such as Amazon and Carvana, which are altering the competitive dynamics of the automotive market with their emphasis on speed, transparency, and customer convenience. Panelists will explore how integrated retailing technology, digital showrooms, and flexible delivery options can help traditional dealerships adapt to these changes, elevate customer experiences, and foster brand loyalty.

David Boice, co-founder and CEO at Team Velocity, expressed enthusiasm for the upcoming event, stating, “We’re thrilled to bring together some of the brightest minds in the industry for the first-ever live Automotive Leadership Roundtable. This event is a unique opportunity to explore the challenges and opportunities shaping automotive retail in 2025 and beyond. I’m excited for the insights our panelists will share and the conversations this event will spark.”

The event will be hosted by Yossi Levi, founder and CEO at Car Dealership Guy, and will feature a panel of esteemed industry leaders including Brian Benstock, general manager and vice president at Paragon Honda and Paragon Acura; Lindsay Lee, senior manager at Toyota Motor North America; Patricia Muyshondt, CMO at Sames Auto Group; Dean Stoneley, CEO at FordDirect; and Lynne Hudson, marketing director at Toyota of Tampa Bay and Sun Toyota.

For those interested in more information or updates regarding the Automotive Leadership Roundtable, further details can be found on Team Velocity's official event page.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link corroborates the details about the Automotive Leadership Roundtable (ALR) event, including the date, host, and panelists, as well as the key issues to be discussed such as shifting customer expectations, digital transformation, and DTC business models.
2. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link supports the discussion on the need for integrated tech stacks to unify tools like CDPs and CXPs to enhance customer loyalty.
3. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link explains how data and AI will be used to enhance customer experiences, predict consumer behavior, and implement hyper-targeted marketing strategies.
4. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link discusses the challenge posed by DTC disruptors like Amazon and Carvana and how traditional dealerships can adapt using integrated retailing technology and digital showrooms.
5. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link quotes David Boice, co-founder and CEO at Team Velocity, on the significance of the event and the insights expected from the panelists.
6. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link lists the panelists and their affiliations, including Yossi Levi, Brian Benstock, Lindsay Lee, Patricia Muyshondt, Dean Stoneley, and Lynne Hudson.
7. <https://www.ptc.com/en/blogs/alm/top-automotive-trends-in-2025> - This link supports the broader context of automotive trends in 2025, including electrification, software-defined vehicles, and autonomous driving, which are relevant to the discussions at the ALR.
8. <https://www.the-future-of-commerce.com/2025/01/03/automotive-trends-2025/> - This link provides additional context on key trends such as electrification, autonomous vehicles, and the rise of software-defined vehicles, aligning with the topics to be discussed at the ALR.
9. <https://www.the-future-of-commerce.com/2025/01/03/automotive-trends-2025/> - This link highlights the importance of data-driven connectivity services and on-demand mobility, which are part of the digital transformation and customer experience discussions at the ALR.
10. <https://www.ptc.com/en/blogs/alm/top-automotive-trends-in-2025> - This link details the shift towards more sustainable manufacturing practices, which is another trend impacting the automotive industry and relevant to the broader discussions at the ALR.
11. <https://www.prnewswire.com/news-releases/navigating-the-2025-automotive-landscape-team-velocitys-live-streamed-automotive-leadership-roundtable-tackles-industry-challenges-302343168.html> - This link provides information on how to find further details about the Automotive Leadership Roundtable on Team Velocity's official event page.
12. <https://www.autosuccessonline.com/team-velocity-automotive-leadership-roundtable/> - Please view link - unable to able to access data