

## For Immediate Release

## DRB<sup>®</sup> Strengthens Commitment to Customer Success With Chief Customer Experience Officer Appointment

**Akron, OH, May 21, 2023** – <u>DRB</u>, a leading provider of technology solutions for the car care industry, has announced the appointment of Mike Marchetti as the company's new Chief Customer Experience Officer. This strategic hire underscores DRB's unwavering commitment to customer service and support.

"Delivering an exceptional customer experience is the cornerstone of DRB's culture. Mike's extensive expertise in this area makes him the ideal leader to guide our customer service and support efforts," said DRB President Ian Williams. "His proven track record will be invaluable as we continue to strengthen our position as a trusted partner to our customers, whether they are new relationships or partnerships DRB has built over decades."

With an impressive background that includes senior positions at BrandMuscle, Clearside, Yelp and Yahoo!, Mike brings a wealth of innovative experience in customer experience and engagement to DRB. He specializes in leveraging customer data insights, Voice of Customer (VOC) and technology solutions to provide unmatched customer experiences.

At DRB, Marchetti will provide strategic direction to various support teams, prioritizing the cultivation of strong relationships with customers and ensuring they derive maximum value from DRB's products and services. His leadership will be instrumental in guiding transformative changes aimed at enhancing DRB's customer service capabilities to meet the evolving needs of both the company and its clientele.

"I'm thrilled to be joining the DRB team and look forward to collaborating with our customers to ensure they receive the exceptional support that DRB is known for," said Marchetti. "By aligning and equipping our teams to meet the evolving needs of our customers, we will further strengthen our position as the go-to partner in the vehicle care industries."

## ABOUT DRB

DRB is the ultimate partner for car wash and quick lube shop operators who seek rapid ROI, unparalleled growth and unwavering reliability. DRB's technology is designed to give operators the tools they need to maximize their business investments. From groundbreaking point-of-sale technology to deep analytical insights, DRB enables data-led business decisions and scalability to help businesses thrive and deliver extraordinary customer experiences. Choosing DRB means connecting with a partner that is committed to business success. DRB is part of Vontier.

## **ABOUT VONTIER**

DRB is part of Vontier (NYSE: VNT), a global industrial technology company uniting productivity, automation and multi-energy technologies to meet the needs of a rapidly evolving, more connected mobility ecosystem. Leveraging leading market positions, decades of domain expertise and unparalleled portfolio breadth, Vontier enables the way the world moves – delivering smart, safe and sustainable solutions to our customers and the planet. Vontier has a culture of continuous improvement and innovation built upon the foundation of the Vontier Business System and embraced by colleagues

worldwide. Additional information about Vontier is available on the Company's website at <u>www.vontier.com</u>.

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