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## **Rachel Ballard Joins National Sales Team at America's Auto Auction**

America's Auto Auction has announced that Rachel Ballard has joined the company as the National Accounts Manager. As the newest member America's national sales team, she will represent the company's 21 independent auto auction locations.

"It is with much excitement and anticipation that we welcome Rachel Ballard to America's Auto Auction," said Tammy Swofford, National Sales & Marketing Director, who made the announcement. "Rachel brings with her a strong background in vehicle remarketing, a valuable understanding of and appreciation for the independent auction culture, and a history of exceptional relationships with national remarketing managers. We know her experience and skills will prove a great asset to the sales team at America's Auto Auction and to the customers we serve."

Rachel's career in vehicle remarketing began in 2012 when she joined the sales force at Capital City Auto Auction, working as an account representative for both dealer and national accounts. Her skill and accomplishments were quickly recognized, and she was honored by the industry as one of the 2016 Women in Remarketing.



*Rachel Ballard  
National Accounts Manager  
America's Auto Auction*

Ballard credits much of her success in the industry to the training she received at the Pyle family of auctions where she was mentored by both Charlotte and Joe Pyle. "During my time at Capital City Auto Auction I learned what an ally the independent auction can be to a commercial customer, with access to the decision makers and people at the auction level who

are personally invested in every step of the remarketing process. My work with the Pyles taught me a great deal about the process of buying and selling at auction, instilled in me the importance of communication and service, and put me in touch with some of the very best people in the industry. That training has been invaluable to me and will serve me well as I represent the America's Auction to the national remarketing community."

"America's Auto Auction provides 21 successful locations nationwide, and we pride ourselves on never losing sight of what drives that success: our clients," said Ben Lange, President and CEO of America's Auto Auction. "Rachel's emphasis on the importance of communication, her proven skills as a liaison, and her familiarity with the technology and innovation that are such an integral part of today's auto business make her ideally suited to handle the responsibilities of National Accounts Manager for America's Auto Auction. She will make a great addition to our sales team, and we look forward to working with her."

Founded in 2005, America's Auto Auction, Inc. is the third-largest auto auction company in the United State with 21 locations. Additional information on all of the America's Auto Auction facilities can be found at [www.americasautoauction.com](http://www.americasautoauction.com).