



5320 Spectrum Drive, Suite D
Frederick, Maryland 21703
301.696.0400 • Fax 301.631.1359

FOR IMMEDIATE RELEASE
Wednesday, November 14, 2018

Contact: Frank Hackett
Chief Executive Officer
(301) 696-0400

NAAA Honors Jim DesRochers as Industry Pioneer

Past president recognized for contributions of many 'firsts' in the auto auction industry



(L to R): Warren Clauss, NAAA President; Jim DesRochers, Pioneer Award recipient, and Tim West, Black Book, Vice President, North American Auction Director

SCOTTSDALE, AZ.— The National Auto Auction Association has named auto auction veteran Jim DesRochers a pioneer of the industry for his achievements and contributions of many “firsts” to the remarketing profession. Tim West, vice president and North American auction director for Black Book, presented the honor during the association’s 70th annual convention at the Kierland Resort in Scottsdale, Arizona, this month.

The Industry Pioneer Award, given to those who have worked in the

wholesale motor vehicle industry, recognizes individuals who have innovated or enhanced methods of improving services to remarketers through NAAA member auctions; have championed NAAA member auctions as providing services for motor vehicle remarketers unavailable from any other source; and have consistently followed the standards of the NAAA Code of Ethics.

During his 30 years in the wholesale vehicle remarketing industry that began with Manheim, DesRochers oversaw such innovations as the first handheld check-in system tested with Bob Bruno at Manheim Phoenix in 1988, the first auction to create a MAFS Gold room at Manheim San Francisco and the first to flip lane flow from exterior to interior viewing at Manheim’s CADE with a 13-lane, six-to-eight unit interior viewing auction with updraft systems.

Later, some other advancements introduced under his leadership as vice president of Dealers Auto Auction of the Southwest in Phoenix, Arizona, include the first auction to use digital bidder badges, the first to establish CarFax transparent transactions, the first to develop a Mexico-Ready program, the first auction with an in-lane-internet-driven concierge lounge and mobile-tablet-driven operational flow from check-in to sale.

In addition to his many contributions to the industry, DesRochers served as NAAA president from 2004 to 2005 and was honored by the association as a Warren Young, Sr., Fellow.

“Jim was one of the most innovative presidents that I’ve had the opportunity to serve in my fifteen years at NAAA,” said NAAA Chief Executive Officer Frank Hackett. “He challenged the industry with his creative thinking and was always one of the first to point to ways to improve the long-established practices of the auto auction business.”

Worked 20 years as a general manager for Manheim auctions in Fresno, Los Angeles and San Francisco and then another decade of independent auction management as vice president of Dealers Auto Auction of the Southwest in Phoenix, Arizona. After retiring in 2018 he launched Auction Consulting Services.

Born in Arlington, Virginia, and raised in Manchester, New Hampshire, DesRochers graduated from the University of New Hampshire and then earned an MBA from Southeastern University in Washington, D.C.

Prior to joining Manheim, DesRochers began his career in the automotive world with Avis RAC, spending 15 years with the car rental firm in operations, heading the state of Maine and the operations in the District of Columbia and Baltimore, followed by Chicago. Now retired, DesRochers lives with his wife of 47 years, Kriss, in Pinetop, Arizona.

###