



Vinesha Frey

Operations Manager
Dealer Admin Services



What drew you to the automotive industry?

Joel Kansanback and Bill Kelly gave me a remarkable opportunity in 2012. After being with ADG for two years, they came to me with a challenge: They were starting an admin company, Dealer Admin Services, and needed someone to run the back end of it. With guidance, they trusted me with the logistics of getting it up and running.

Who has been your greatest mentor and why?

As the president of Dealer Admin Services, Bill Kelly has served as a mentor in helping me turn my job into a career. Bill has demonstrated patience in teaching me about the industry while at the same time encouraging me to step outside of my comfort zone to make decisions and give input. He has taught me a great deal, not only about the logistics of growing an admin company, but about problem-solving, management and the importance of understanding the gray area.

Where do you see the industry going and how do you believe your generation will drive any changes?

I think the industry will continue to go in the direction of increased technology and unlimited options. One thing I have learned about this industry is that less is not more. There is no limit to new products, technology and processes. The generation before us brings

knowledge to the table that can only come with time. Our generation brings an understanding of the zeitgeist of the 21st century, the Digital Revolution. On top of that, we have a renewed sense of determination that comes with a fresh perspective. That understanding and determination paired with the knowledge of those that have come before us has limitless possibilities. From the way in which a dealership interacts with customers to the product and training capabilities brought forth by an agency or admin company, we are moving in a powerful direction driven by technology and options.



What do you like to do in your time off?

My husband and I welcomed a baby girl in February, so she takes up a significant amount of our time off! We also spend a lot with our parents, allowing them take to part in the joys of being grandparents. Currently, any time not spent with family is spent training for my upcoming half-marathon.