

**Greta Crowley | Vice President of Marketing
Cox Automotive Media Solutions Group**



Greta Crowley leads the marketing team overseeing Cox Automotive’s portfolio of industry-leading brands in the Media Solutions Group, including Autotrader, Dealer.com and Kelley Blue Book. Her team executes all marketing and advertising initiatives, drives creative strategy and design and is ultimately responsible for delivering millions of in-market car shoppers to sellers’ online inventory every day, while also driving engagement with dealers and manufacturers.

Crowley leads strategy and implementation of all online and offline marketing and advertising, SEM, strategic partnerships, brand strategy architecture, social marketing, CRM and demand generation, product and content marketing and mobile marketing across the B2C and B2B space.

In 2017, Crowley was named one of Auto Remarketing’s “Top 40 Under 40.” Prior to joining Autotrader in 2010 as the associate manager of consumer marketing, she served as a media supervisor at Turner Broadcasting, and as a media planner and strategist for a global communications agency.

Crowley attended the University of Florida where she received a Bachelor of Science degree in Advertising.