
DAVID KRAJICEK APPOINTED CEO OF JATO DYNAMICS

06/04/2020

London – JATO Dynamics, leading provider of global automotive data and insight, has today appointed industry heavyweight David Krajicek to the position of CEO, effective 13th April 2020.

Dr Krajicek is a seasoned business executive and strategist in the information and marketing services industry with over 25 years' experience, he joins from GfK where he had been at the helm as CEO of GfK Research since 2017.

On his appointment Dr Krajicek said: "JATO Dynamics is a true insights leader within the automotive industry and I'm delighted to get started. I'm looking forward to engaging with the leadership team in the coming weeks as we continue to develop innovative solutions for our clients' needs."

This appointment comes at a pivotal moment for JATO Dynamics with the automotive market experiencing unprecedented levels of change and volatility. When he starts in April, he will be working closely with key customers and the JATO leadership team to co-create a new set of propositions that support the changing requirements of the industry.

David has an excellent track record of operating in the global market research industry and his experience gives him a deep understanding of research, and how to unlock the value of data and insights.

During his time at GfK, Krajicek held various leadership positions, including his membership on the GfK Management Board. Most recently he led the restructuring of the business, and creation of a new operating unit overseeing 1,950 employees.

Jake Shafran, Chairman at JATO Dynamics, added: "David is an excellent business leader, whose drive and focus are wholly welcomed into the firm. His commitment to the industry and long-term interests, mean David is not only well-versed in our business strategy, but also with the markets in which we operate. He is an exceptional addition to the team, with the core strategic and customer orientation skills necessary to support our customers and lead our teams through periods of significant growth and change. Everyone at JATO Dynamics warmly welcomes David to the position and wishes him every success."

Contact:

Josie Workman / Zack King +44 (0) 203 617 7240, jatoteam@firstlightpr.com
Felipe Munoz, +39 349 797 32 44, felipe.munoz@jato.com

About JATO

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives.

The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers; giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs.

JATO's intelligence has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO Dynamics at www.jato.com for more information.

For media use only.

Advertising and/or any other promotional use of the information contained within this release must be pre-agreed with JATO Dynamics Ltd.