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PDA EXPANDS MANAGEMENT TEAM WITH NEW CFO APPOINTMENT

New Hire Positions Company for Success

FORT WORTH, Texas – March 22, 2016 – Jennifer Salazar has joined [Property Damage Appraisers'](#) (PDA) C-suite leadership team as chief financial officer. The role rounds out the PDA [leadership team](#) as well as further strengthens the company to meet client needs and capture the growth opportunity within the insurance industry.

“Jennifer is the perfect addition to PDA’s family,” said Tom Dolfay, CEO of PDA. “She has experience across diverse industries including media, nonprofits, oil and telecommunications and in various roles such as accounting, IT, operations, planning and analysis as well as strategic development and execution. Her background adds a different perspective and allows the company to tap deeper into what’s important to customers.”

Salazar is responsible for aiding PDA’s executive team in developing, implementing and executing PDA’s strategic business plan. She directs all strategic and tactical matters as they relate to responsibility for profit and loss management. She is also responsible for the finance department, including accounting, financial reporting, cash/treasury, accounts payable, accounts receivable, fixed assets, risk management and employee benefits.

Previously, Salazar worked at the International Bowling Campus – a diverse group of companies in the bowling industry. As the chief financial officer, she oversaw all aspects of the company such as finance, accounting and human resource functions including budgeting, audit, tax, long-range forecasting, personnel policies and procedures as well as insurance activities. Prior to that, she worked as the director of accounting for American Consolidated Media. Here she consolidated financial results of approximately 100 local newspapers over 18 geographic regions across the U.S. generating greater than \$80 million in sales with 800 employees.

She also held accounting positions with Gannett, Inc., Belo Corporation, AT&T and BP/AMOCO. Salazar received a Bachelor of Business Administration in Finance from the University of New Mexico, and her Masters of Business Administration in Strategic Management from DePaul University.

To learn more about PDA, visit <http://www.pdacorporation.com/>.

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About PDA, Inc.

PDA’s highly-skilled national network of appraisers performs auto, heavy equipment, marine, motorcycle, property and recreational vehicle damage estimates, and lease turn-in inspections.

Each year PDA and its franchise network of over 650 professional appraisers serve over 2,500 clients and complete over 450,000 estimates and inspections. As a leader in the estimating industry for more than 50 years, PDA's turnkey solution includes PDA *Xpress*, a Web-based photo damage estimate tool, and PDA Claims Management solutions. For more information, follow PDA on [LinkedIn](#) and [Twitter](#) or visit <http://www.pdacorporation.com>.