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Media Contact:

Rebecca Renfroe

M/C/C for PDA

972-480-8383 ext. 217

rebecca_renfroe@mccom.com



PDA ROUNDS OUT EXECUTIVE TEAM TO FURTHER DRIVE GROWTH

Additions to C-Suite and New Hire Position Company for Success

FORT WORTH, Texas – April 28, 2015 – [Property Damage Appraisers](#) (PDA) recently announced key changes to the company's C-suite leadership team. The roles round out the PDA leadership team as well as further strengthen the company to meet client needs and capture the growth opportunity within the insurance industry.

Falling under the leadership of PDA Chief Executive Officer, Tom Dolfay, the new team is comprised of the following insurance executives: Kenneth Loose, chief operations officer; Tom Slimak, chief business development officer; David Eisman, chief sales and marketing officer; George Lyle, chief financial officer; and Katherine Slate, chief administrative officer.

“Our C-level leadership team is the best of the best,” said Tom Dolfay, CEO of PDA. “Each executive was hand-picked to strengthen PDA. Their wealth of industry knowledge adds insight into what’s important to customers and allows the company to be more in-tune with what the insurance industry needs.”

As the COO, Kenneth Loose brings more than 25 years of multi-line claims and claim management experience to the company, and he is responsible for the day-to-day leadership and general management of PDA. He is accountable for process and workflow, metric reporting, client satisfaction and the quality and calibration of PDA’s captive franchise network, delivering a robust menu of appraisal services. Previously, Loose worked at Nationwide Mutual Insurance Company where he held various executive and management positions for 22 years.

Tom Slimak has more than 20 years of experience in claims and field management with a strong emphasis on personal auto, commercial auto and injury claims. In his role as the chief business development officer at PDA, he has a broad and comprehensive knowledge of all matters related to PDA’s business with an eye toward identifying new sales prospects and driving business growth and requirements for product development. Previously, Slimak worked for Travelers Insurance Company where he held multiple management positions.

David Eisman is the chief sales and marketing officer. He leads strategy and tactical planning initiatives for sales and marketing both short and long range, targeted towards existing and new markets. He has more than 25 years of experience specializing in the property and casualty insurance ecosystem, auto and property physical damage claims technology, telematics, vehicle auction, vehicle salvage and remarketing, analytics, supply chain and network management, information technology and social media. Before joining PDA he was a principal at iClaimsSolutions.

As the CFO, George Lyle is responsible for the finance department, including accounting, financial reporting, cash/treasury, IT, accounts payable, accounts receivable, fixed assets, risk management, employee benefits and the factoring program. During Lyle's six years at PDA he has overseen and been responsible for many company improvements, including replacing the external audit/tax accounting firm, which resulted in a 35-percent annual savings; development and rollout of in-house operating software/system for use by 260 franchise offices; and reduction of Days Sales Outstanding (DSO) from 38 to 28 days. Lyle previously worked at Moll Industries, Inc. as the corporate controller, and has over 15 years of finance and accounting management experience.

Katherine Slate is the chief administrative officer for PDA. Slate devises strategies and formulates policies to ensure that the goals and objectives of the company are met. Slate has nine years tenure with PDA, overseeing the franchise relations, corporate planning, human resources and administrative arenas. Prior to this role, she was the assistant vice president franchise relations and director of corporate development at PDA as well as the director of human resources and training for a Hardee's franchisee with 47 locations.

In addition to the restructure, Tresa Loose has been named vice president of marketing and sales. With more than 20 years of experience in the insurance claims and collision repair industry, she has a proven track record in operations as well as property and casualty environments while analyzing trends and developing methods that reduce costs. Her technical background includes writing estimates and training and leading estimators for more than 10 years at top tier insurance claim and collision repair industry companies including State Farm Insurance.

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 400,000 estimates and inspections. As a leader in the estimating industry for more than 50 years, PDA's turn-key solution includes PDA Xpress, a Web-based photo damage estimate tool and PDA Claims Management solutions. For more information, visit <http://www.pdacorporation.com>.