

FOR IMMEDIATE RELEASE

Media Contact:

Rebecca Renfroe

M/C/C for PDA

972-480-8383 ext. 217

rebecca_renfroe@mccom.com



**PDA APPOINTS INDUSTRY VETERAN JEFF MUCCI AS
CHIEF SALES AND MARKETING OFFICER**

FORT WORTH, Texas – June 13, 2017 – [Property Damage Appraisers](#) (PDA) is pleased to announce Jeff Mucci as the new Chief Sales and Marketing Officer. Mucci is a seasoned business professional with more than 25 years of experience in business development, insurance claims leadership, contract, and vendor management.

“We are thrilled to have Jeff join the PDA leadership team,” said Tom Dolfay, CEO of PDA. “He brings a great depth of knowledge and years of experience in the insurance industry that are extremely beneficial to the role. We look forward to even better results with Jeff leading the sales and marketing teams.”

Mucci will lead strategy and tactical planning initiatives for sales and marketing, targeted towards existing and new markets. He will work to create a vision, strategy and plan to drive revenue growth and market share penetration.

Prior to his promotion, Mucci served as the vice president of sales and marketing at PDA. Before joining PDA, he was the vice president, business development and the vice president, material damage at Catastrophe Solutions International. He also served as a material damage claims/vendor manager at Safe Auto Insurance Co., a material damage and salvage director at Westfield Group of Companies and a senior field claims representative at Farmers Insurance Group of Companies.

Mucci received a Bachelor of Arts in business and economics from Muskingum College.

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

###

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 490,000 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>.