

Application: 7520

Authenticom's Management Team

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| Page: General Information |
| Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer. |
| Name of Organization/Company Authenticom [REDACTED] [REDACTED] |
| Additional Contacts I would also like to have others receive emails about the disposition of our entries. |
| Page: Entry Information |
| Entry Title Authenticom's Management Team |
| Category Q07a. Management Team of the Year- Information Technology - Cloud Services |
| Managment Team Submission Format Written Answers |
| a. Briefly describe the nominated management team: its history and past performance (up to 200 words). Required Authenticom is a leading automotive data technology provider serving over 12,500 dealerships and dozens of third-party vendors. Its flagship platform, DealerVault, enables secure, dealer-controlled data sharing across more than 100 different DMS (Dealer Management System) types. Other offerings, such as Record Recharge, improve the quality and accuracy of customer records through automated appends and data enhancement. Based in La Crosse, WI, Authenticom has operated as a fully remote company since 2020. With over 90 employees across North America, the company is known for its focus on transparency, compliance, and vendor neutrality—key differentiators in an industry often dominated by rigid, closed-loop systems. |

b. Outline the management team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since 2023, Authenticom's management team has led a strategic transformation of the company's operational maturity, visibility, and leadership.

Executive Appointments: Brought in top-tier talents =

Jason Tryfon, President, Canada & International Operations, 2023

Chad Rycenga, Chief Product Officer, 2024

Drew Williams, Creative Director, International Operations 2023

Each contributed to product vision, brand positioning, and operational excellence

Product & Market Strategy:

Scaled Record Recharge to 14 billion data appends.

DealerVault Repositioned to scale with larger dealer groups & partners.

June 2025 - integration with TradePending to sync data across 5,000+ dealers.

Developed Multiple high-impact integrations with OEM & Vendor partners, improving onboarding, hygiene & scalability.

Brand Overhaul:

Creative Director, Drew Williams, introduced a brand refresh with a new communication strategy. Bringing alignment in design across all internal systems.

Internal Culture Building:

Quarterly virtual retreats, town halls, and revised onboarding programs unify our workforce.

Cheers for Peers' recognitions reinforce cultural transparency and collaboration, driving employee engagement while the company scales. Reinforced values using 'Culture Cards' to solidify key behaviors

Launched THE DEETs = Authenticom's monthly newsletter designed to inform, connect, & celebrate members across the organization. Each issue includes a consistent set of sections:

Industry Insights – A look at emerging trends or news in automotive & tech sectors.

Partner Spotlight – A feature on key OEMs, vendors, or dealership partners, highlighting shared impact.

Team Wins – internal milestones, project successes, & kudos across departments.

Cultural Corner – Employee content ranging = books or music, DEI themes or behind-the-scenes highlights.

From the Vault – achievements tied to Authenticom's history or platform evolution.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

Authenticom's management team has delivered results that are exceptional in both pace and impact—especially in an industry marked by outdated systems and limited innovation. Before 2023, Authenticom had strong technology but lacked market visibility and modern organizational infrastructure.

In contrast, this leadership team has introduced a new operational rhythm: product expansion, brand modernization, and cultural alignment—all without sacrificing the company's core principles of dealer control, transparency, and open access.

Unlike many competitors that rely on proprietary systems or closed ecosystems, Authenticom's DealerVault supports over 100+ DMS integrations, enabling vendor flexibility and empowering dealerships. The launch of Record Recharge at scale is a testament to leadership's focus on not just accessing data, but improving its usability and trustworthiness.

Additionally, few automotive tech providers of this size invest as heavily in internal culture and thought leadership. Through regular town hall, virtual events, and consistent executive communication, the leadership team has fostered alignment across a remote team while building a recognizable, credible voice in the market.

The result is a company that stands apart for both its innovation and its integrity—under the direction of a management team that balances execution with empathy, and scale with flexibility.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

To support this nomination, the following documents are attached:

Leadership Bios:

Jason Tryfon, President – Canada, International Operations & Global Growth

Chad Rycenga, Chief Product Officer

Drew Williams, Creative Director, International Operations - Awaiting it from Drew

Cheers for Peers Channel via Slack Screenshot - showcases how the leadership team operationalized values in how teams are structured and aligned.

Internal Culture | Value Cards:

Build Bridges, Not Walls (Foster collaboration across teams, departments, and perspectives, ensuring transparency and shared purpose)

Leave the Ladder Down (Mentor, empower, and lift others as you climb. Success is best when shared)

Speak Boldly Build Better (Encourage bold ideas and honest conversations that challenge the status quo and push the team forward)

DealerVault Brochure:

A comprehensive one-pager detailing the DealerVault platform, including its secure, modular design and DMS breadth.

Record Recharge Brochure:

A brochure outlining Record Recharge's capabilities and recent growth to 14 billion data appends.

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Would you like to add an additional supporting document?
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