

Executive Bio

Dan Ichelson, B.Sc., M.B.A.
Vice President Operations & Development



Having a natural inclination towards processes and development, coupled with his expertise in the automotive retail industry, Dan Ichelson heads up Quorum's Operations and Development team.

Dan first joined Quorum in 1998 as Product Specialist where his main duties revolved around supporting and implementing XSELLERATOR™ at various GM dealerships. As a liaison between the dealers and Quorum's Development team, Dan was able to participate in the process of planning and defining changes to product and new feature releases. Among his multiple responsibilities, Dan also had the honour of testing exciting upgrades and new product functionalities. Due to his extensive knowledge of the DMS, Dan was promoted to Implementation Manager just three years after he joined the company. It was in this role where he dived into the vital undertaking of ensuring that Quorum's product is geographically compatible to the company's expansion efforts. Another three years saw Dan as the Director of Product Development. He was then heavily involved in the development process while working closely with GM in North America.

As the VP of Operations and Development for the past two decades, Dan leads all aspects of the XSELLERATOR product, which includes product management, application development, network R&D, support and QA. He continues to guide the development and release of Quorum's Dealership products.

Dan has a Bachelor of Science in Zoology and received his Master of Business Administration from the University of Calgary in 1992.

Prior to joining Quorum, he was directly involved with the development and implementation of an in-house system for a nationally franchised organization.

Dan is based in Calgary, where Quorum's headquarters is located.