

Executive Bio

Mark Allen, B.Sc., M.B.A.
Vice President Sales, Marketing & Services



Owing to his deep business, technical and automotive industry experience, Mark earned himself the reputation as a visionary leader in the automotive retail technologies space.

Mark's very first priority when he joined Quorum in 2006 was to lead the launch of the General Motors Integration Dealer Management System (IDMS) program. This helped build a good rapport between GM and the company, transforming Quorum's core business model to deliver services required under the contract. After the success he had with GM, Mark moved on to lead a new department chartered with marketing, strategic planning and enterprise account management.

His present position of Vice President - Sales, Marketing and Services, and Director, Quorum Information Technologies (US), Inc. is the culmination of progressively added leadership responsibility in the years since joining Quorum. Mark leads all sales (client acquisition and organic growth), marketing and strategic partnerships, in addition to the Services Delivery team (implementations and training), for the company.

Mark holds a BSBA degree, with an emphasis in information technology and finance, and an MBA in Marketing - both attained with high honors from prestigious universities. He has extensive leadership background with multi-national organizations like General Motors and Electronic Data Systems (EDS). In his senior management roles with EDS Automotive Retail Group (ARG), he was responsible for overall management and performance of ARG's product and service portfolio, as well as strategic planning, technology leadership and business development.

Mark's entrepreneurial expertise has found him as Founder, President and CEO of Playing Field Inc., an innovative start-up that established a new market model for application integration within automotive retail, as well as previous endeavors such as ownership of an independent coffee shop and a small business custom application development boutique.

Mark is based in Quorum's Washington Township, Michigan office.