



AUTOMOTIVE DEALERSHIP SAFEGUARD: CYBERSECURITY & FINANCIAL COMPLIANCE GUIDE – by Brian Ramphal

In an age where technology drives the automotive industry into new horizons, the need for robust cybersecurity measures has never been more pressing. As the automotive landscape evolves, so do the threats that loom over it. "Securing Success - A Comprehensive Guide to Cybersecurity and Financial Compliance for Automotive Dealerships" is a beacon of knowledge, guiding us through the intricate maze of challenges that dealerships face in safeguarding their operations and financial integrity.

This book, authored by Brian Ramphal, explores the unique challenges automotive dealerships confront daily. It is a testament to their dedication and passion for understanding the industry's complexities and providing practical solutions to the challenges it presents.

The journey through this book is enlightening. It delves deep into the financial regulations that govern the automotive industry, uncovering vulnerabilities that might otherwise remain hidden. It provides a diagnosis and a prescription, offering strategies to fortify data protection and ensure compliance with industry standards.

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Biography:

Brian Ramphal is CEO of Zonic Design & Imaging llc., a full service marketing agency specializing in Automotive Sales and Services marketing products. Brian have 25 years in enterprise software development, Brian brings unique insights into the use of technology as a management tool for developing effective marketing programs, including translating technology into targeted, integrated marketing solutions, and developing customized, customer-centric platforms that increase return-on-investment.



As Executive Vice President of Global Automotive Product Strategy at Aspen Marketing Services, a division of ADS / Epsilon, Brian is responsible for managing technology resources for Aspen headquarters in West Chicago, Ill., Detroit, San Diego, Canada and India; developing product roadmaps; designing product architecture and infrastructure; and managing client relationships.

Prior to Aspen, Brian founded Global Parameters, Inc., a software development company focused on creating leading edge marketing automation software products. He founded two other start-ups earlier in his career, and has served in leadership positions at several leading global companies where he played a pivotal role at every level, from start-up, through growth and diversification.

Brian also is a member of the Tech Coast Angels, a Southern California investment venture organization that makes investments in startup companies with the potential to innovate and grow into market share. Brian serves on Cornell University Entrepreneur Advisory Council and San Diego State University Lavin Entrepreneur Center. Brian holds an undergraduate degree in Computer Science and an M.B.A. from Barry University.

Brian is a generous supporter of many charitable and cultural causes. An avid cricket fan, he is among the top three individual sponsors of Berbice Cricket. He is a life member of the Indian Diaspora Council IDC).