

For more information, contact:

Lynn Konsbruck

(312) 768-7362

[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

**NEWS BRIEF**

May 10, 2023

**Dana’s Beth Mooney Featured Panelist at B2B Chicago Conference**

**MAUMEE, Ohio** – Dana Incorporated’s head of digital marketing and ecommerce for the Aftermarket, Beth Mooney, was one of the featured panelists at the 10th annual B2B Online Chicago, the world’s leading ecommerce and digital marketing conference for manufacturers and distributors.

The panel discussion entitled “Solving the B2B Digital Puzzle with the Marketplace Model” focused on transformation with digital innovation and the opportunities and challenges of different strategies that manufacturers and distributors are using to accelerate digital maturity. Mooney and fellow panelists discussed how the marketplace can help manufacturers and distributors create a more scalable digital business, reach new customers, and gain valuable customer data.

“Dana has been one of the leading innovators in ecommerce in the automotive space, and it was an honor to be invited to the B2B Chicago Conference and share success stories with other industry leaders in the digital marketing and ecommerce fields,” said Mooney. “The conference served as an opportunity to share best practices and learn more about how other organizations’ ecommerce platforms are meeting the needs of their customers with online solutions.”

[B2B Online Chicago](https://b2bmarketing.wbresearch.com/) is the only event where 650-plus business-to-business leaders meet to share the most disruptive digital, ecommerce, and omnichannel content and learn about the newest innovative strategies to bring their customers the best online experience.

To view Dana’s industry leading ecommerce platform, visit [www.DanaAftermarket.com](http://www.DanaAftermarket.com).

**About Dana in the Aftermarket**

Powered by recognized brands such as Dana, Spicer®, Victor Reinz®, Albarus™, Brevini™, Glaser®, GWB®, Spicer Select®, Thompson™, and Transejes™, Dana delivers a broad range of aftermarket solutions – including genuine, all-makes, and value lines – servicing passenger, commercial, and off-highway vehicles around the world. Leveraged by a global network of 14 distribution centers, Dana's dedicated aftermarket team provides technical service, customer support, high fill rates, and on-time delivery to customers around the globe. For product information, visit [www.SpicerParts.com](http://www.SpicerParts.com) and [www.VictorReinz.com](http://www.VictorReinz.com). For e-catalog and parts locator, visit [www.DanaAftermarket.com](http://www.DanaAftermarket.com). To upgrade customized vehicles with Dana products, visit [www.DanaProParts.com](http://www.DanaProParts.com). To speak with a Dana customer service representative, call 1-800-621-8084. Jeep is a registered trademark of FCA US LLC Limited Liability Company.

# # #