



**VERIFACTS AUTOMOTIVE
Leadership Team
As of October 28, 2019**

Farzam Afshar, CEO

Afshar has been Chief Executive Officer of VeriFacts Automotive since he co-founded the company in 2002. He has more than 27 years of shop ownership and executive management experience. In 1989, Afshar entered the collision repair industry as an owner/operator of Sterling Automotive Collision Group headquartered in Orange, CA. He successfully expanded the business to multiple locations throughout southern California and sold his collision repair facilities in 1998 to the largest collision repair consolidator in the market. He then served as senior vice president of business development and co-owner of EZ-Image, an electronic claims and imaging solution. Afshar served in a strategic consulting capacity to various companies regarding industry acceptance of electronic claims solutions, industry standards and other emerging technology initiatives. Afshar also owned Express Lube, Oil and Smog Station (a franchisee of Texaco) from 1996 to 2000. Afshar serves in key leadership positions and generously donates his time to many organizations in the collision industry including the Collision Industry Electronic Commerce Association (CIECA), the Society of Collision Repair Specialists (SCRS), SkillsUSA, I-CAR and the Collision Industry Conference (CIC). He holds a Bachelor of Science degree in Electrical Engineering from California State University at Long Beach.

Michael Ho, CTO

With deep expertise in architecting and designing technology solutions, Ho joined VeriFacts Automotive in 2009 as the CTO, where he leads the company's innovative data-management platform. His past experience includes work at NASA, Stanford Medical and Lockheed Martin. He graduated from Northwestern University with a B.A. in computer science and minor in economics.

Bill Romaniello, Vice President, Operations

Industry veteran Romaniello has spent 35 years in the collision industry, from third-generation collision repair technician to estimator, manager and owner, to fixed operations director for multiple-location dealership service and collision repair shops. He is responsible for monitoring, evaluating and supporting all aspects of VeriFacts Automotive operations and service delivery. He provides leadership, coordination and execution of company operations including training, coaching, mentoring and education of the VeriFacts Automotive coaching team.

Cindy Schnier Granse, Vice President, Information Technology & Support

Granse returned to VeriFacts Automotive in 2017 after first serving as its CIO and chief technology consultant from 2002 to 2006. She has spent a number of years as a senior leader and entrepreneur in the information technology and services industry with companies such as CCC Information Services, Insurance Auto Auctions, Grant Thornton, and others. After earning her B.A. in computer science and business management at Clarke University, she received her MBA from the University of St. Thomas – Opus College of Business. She is also a Certified Six-Sigma Black Belt (CSSBB) and is ITIL certified.

Fred Iantorno, Vice President, Internet of Things

Iantorno, who joined VeriFacts Automotive in 2019, is responsible for strategic development of connected collision shop technology. He is responsible for all aspects of VeriFacts Automotive V2V, V2B, B2B and connectivity initiatives and provides leadership, coordination and execution of VeriFacts

Automotive's external connectivity initiatives. He was a founding member of CIECA – the Collision Industry Electronic Commerce Association – and served as the executive director for 17 years. He has more than 35 years of collision industry experience, with background spanning from CIO to sales and marketing positions within insurance and collision repair markets. He has a B.S. in mathematics from Lewis University and a M.S. in physics and mathematics from Saint Louis University.

Mike Miller, Vice President, OEM Services

Miller recently joined VeriFacts Automotive to lead OEM products and services. He has more than 15 years of experience in the collision repair industry, primarily as a national and regional field support manager for I-CAR. He also has led sales and operations for a variety of collision repair organizations. Miller is a graduate of the University of Memphis with a B.S. in zoology/animal biology.

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