



Avi Steinlauf
Chief Executive Officer
Edmunds, Inc.
www.Edmunds.com

Avi Steinlauf is the CEO for Edmunds Inc., the premier resource for automotive information. He is responsible for managing Edmunds' operations, including its 525 employees headquartered in Santa Monica, CA, its satellite office in Detroit, MI, and its field sales force located across the US. Avi also serves as a Director on Edmunds' Board of Directors.

Since joining the company in 1998, he has been responsible for developing and cultivating relationships with a number of Edmunds' key partners. Positions Avi has held at Edmunds include President, Chief Operating Officer, Executive Vice President of Strategy & Development, Vice President of Revenue Management, and Vice President of Marketing.

Since 2006, Avi has been a Board Member for the Online Publishers' Association, a not-for-profit trade organization dedicated to representing high-quality online content providers before the advertising community, the press, the government and the public. Avi is also a member of the Young Presidents Organization (YPO), Golden West Chapter and serves as the Communications Chairman for YPO's Automotive Network.

Before joining Edmunds, Avi was a Senior Industry Analyst for Coopers & Lybrand's Knowledge Strategies Group in New York.

Avi received an MBA degree from the J. L. Kellogg Graduate School of Management at Northwestern University, with majors in Marketing, Organizational Behavior and Information Management. He earned his bachelor's degree from Yeshiva College, with a double major in Economics and History. Additionally, he spent time studying abroad at University College London (UCL), London University and Sha'alvim Educational Center in Ayalon, Israel.

Avi's community involvement includes serving on the Board of Directors at Maimonides Academy in West Hollywood. He is also a founding member of Yeshiva University's (New York) Los Angeles Community Council.

Avi and his wife Shuli live in West Los Angeles with their six children. Shuli holds a PsyD in Clinical Psychology and most recently worked as a post doctoral fellow at Children's Hospital Los Angeles' Center for Cancer and Blood Diseases.

About Edmunds.com, Inc.

Edmunds.com is a car-shopping Web site committed to helping people find the car that meets their every need. Almost 18 million visitors use our research, shopping and buying tools every month to make an easy and informed decision on their next new or used car. Whether you're at the dealership or on the go, we're always by your side with our acclaimed Edmunds.com iPhone and iPad apps and our [Edmunds.com Android App](#). Our comprehensive car reviews, shopping tips, photos, videos and feature stories offer a friendly and authentic approach to the automotive world. We're based in Santa Monica, Calif., but you can connect with us from anywhere by following [@Edmunds on Twitter](#) or by becoming a fan of [Edmunds.com on Facebook](#).