

Executive Profile



Dan Ramirez
General Manager
Auto Repair Solutions

Dan Ramirez is the general manager of the automotive repair solutions group at Mitchell 1, a leading provider of information to the automotive industry since 1918.

In his current position, Ramirez oversees product management and business management for the repair information product line consisting of the OnDemand and ShopKey branded repair and transmission products.

Ramirez began his career with Mitchell 1 in 1995, serving as director of marketing for the organization. He has held various management positions over the past 12 years, including senior director of business development, prior to his current appointment as general manager. Ramirez has overseen many of the strategic relationships and data licensing opportunities that continue to contribute to Mitchell 1's overall success, including Mitchell 1's program distribution group partnerships with such prominent industry leaders as O'Reilly Auto Parts, CARQUEST, NAPA, AC Delco, and Activant.

Prior to joining Mitchell 1, Ramirez spent several years in various business roles at General Dynamics, Bank of America and International Business Machines.

Ramirez received his Bachelor of Science degree from Stanford University and received an MBA with an international marketing focus from the University of San Diego.



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