

# Executive Profile



**David Niemiec**  
**General Manager, Business Performance**  
**Services & Vice President, Growth Initiatives**

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David Niemiec is the general manager of the business performance services group at Mitchell 1, a leading provider of information to the automotive industry since 1918.

In his current position, Niemiec oversees operations for Mitchell 1's new product offerings such as Customer Retention Marketing (CRM), PerformanceCenter and ServiceIntelligence, as well as various other growth initiatives.

Niemiec began his career with Mitchell 1 in 1988, serving as financial business manager for the operating unit. He has held various management positions over the past 19 years, including vice president of corporate sales, vice president of business development and vice president of marketing, prior to his current appointment. Niemiec has overseen many of the strategic relationships that continue to contribute to Mitchell 1's overall success.

Prior to joining Mitchell, Niemiec spent two years working for Laventhal & Horwath, a large CPA firm in Boston and three years serving in financial roles at National Health Laboratories, a multi-billion dollar medical organization.

Niemiec received his bachelor's degree with honors from the University of Massachusetts at Amherst and has received a master's degree in finance from San Diego State University.



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