

Executive Profile



Nick DiVerde
General Manager
Shop Management Solutions

Nick DiVerde is the general manager of the shop management solutions group at Mitchell 1, the leading provider of shop management systems to the automotive aftermarket.

In his current position, DiVerde establishes product and business direction for the shop management and estimating product lines for both the Mitchell 1 and ShopKey brands.

DiVerde brought his publishing expertise to Mitchell 1 in 1990 and began a successful career in marketing and product management with the company beginning in 1995. In his ten-year product management tenure, DiVerde introduced a number of groundbreaking advancements for the company, including the Web edition of Mitchell 1's flagship product, as well as the industry's first DVD-based repair information system. DiVerde served as director of marketing for two years, during which he oversaw all marketing activities including advertising, public relations and customer retention.

DiVerde holds a Bachelor of Arts degree in journalism from San Diego State University. He also holds a professional certification in business management from the University of California at San Diego.



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