



## BIOGRAPHY

### Educator: Mike DelaCruz

Mike DelaCruz has over 15 years of sales and business development experience, with nearly 10 years in the auto aftermarket.

Mike is currently the National Sales Manager, Auto at Broadly working on bridging local auto shops to their customers by helping them attract and capture leads, streamline their communications via email and text, collect mobile payments, and gather feedback and reviews.

Learn more at [Broadly.com](http://Broadly.com).

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