



# KELLY PRICE

**Target: Board of Directors**

Automotive, Insurance, Technology

## PROFILE

A growth-minded, passionate executive with a remarkable track record for creating a culture that encompasses visionary thinking, collaboration, and immense growth opportunities.

Over 30 years' experience in automotive retail, claims administration, captive insurance management and business development through agency and strategic partners.

## CONTACT

PHONE:  
440.823.7242

EMAIL:  
[kelly@drivencp.com](mailto:kelly@drivencp.com)

RESIDENCE:  
Strongsville, Ohio

## AREAS OF EXPERTISE

- Change Management
- Regulatory Compliance
- Employee Recognition and Retention
- Project Leadership
- P&L Management
- Financial Planning & Reporting
- Due Diligence and Analysis
- Process Improvement
- Talent Development & Leadership
- Strategic Planning
- Startup & Growth Initiatives
- Captive Insurance Company Management
- Training and Income Development
- Life & Business Coaching

## EXECUTIVE LEADERSHIP

**Portfolio Holding, Inc.** Executive Vice President –  
Strategic Ventures/Board Member  
2021–Present

Focused on mergers, acquisitions and development of adjacent business opportunities for alignment and growth initiatives to increase the overall size and nimbleness of the company.

**Driven Capital Partners, LLC** Co-Founder  
2020–Present

A joint venture formed to invest in and consult with growth-oriented companies focused in areas related to automotive, administration, insurance, and technology.

**National Automotive Experts/NWAN, Inc.** CEO/Founder/Board Member  
1996–Present

Led and motivated the growth of the company from a startup third-party administrator to being one of the most innovative and client-driven administrators in the nation. Created products that revolutionized the industry. Company was acquired by Portfolio Holding, Inc., an Abyr Partners company, in 2020.

**Imprise Insurance** President/Founder  
2016–Present

Created one of the first insurance captives in the State of Ohio to provide creative and wealth-building solutions for clients nationwide. Company was acquired by Portfolio Holding, Inc., an Abyr Partners company, in 2020.

**Sunnyside Automotive, Inc.** Vice President  
1990–2001 (remained as a consultant through 2006)

Led the dealership group in all areas related to finance and insurance products. Created, implemented, and facilitated all corporate training for sales, finance, service, and management. Managed the captive reinsurance companies for the dealership group.

## BOARDS & AFFILIATIONS

**Portfolio Holding, Inc.** Board of Directors

**Lender Compliance Technologies** Board of Advisors

**Changing Lives Foundation** Executive Director, Board of Directors

**Providers & Administrators** Board of Advisors (2016, 2017, 2019)

**Martin Hennessy's Inspiring Children Foundation** Board of Advisors

**Cleveland Christian Home** Advisor

**John Maxwell** Team Speaker & Coach