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FOR IMMEDIATE RELEASE

OWL Automotive Consulting Founder & CEO Sally Lopez Named AutoTech CEO of the Year in the 2026 AutoTech Breakthrough Awards

CHARLESTON, S.C., October 15, 2026 — OWL Automotive Consulting, LLC, a nationwide provider of automotive dealership consulting and managed IT services, announced today that its Founder and CEO, Sally Lopez, has been named **AutoTech CEO of the Year** in the seventh annual AutoTech Breakthrough Awards program.

The international awards program recognizes outstanding companies, technologies, and individuals making an impact across the automotive and transportation technology industries. This year's program attracted thousands of nominations worldwide.

Lopez was selected for the AutoTech CEO of the Year honor in recognition of her leadership in an industry where technology, operational efficiency, cybersecurity, and dealership performance are increasingly interconnected.

Before founding OWL Automotive Consulting, Lopez built her career in automotive technology leadership, including serving as Chief Information Officer and Senior Vice President of Information Technology at Penske Automotive Group.

That experience helped shape her vision for OWL: a consulting organization built on understanding the realities of dealership operations and providing practical, experienced support without forcing clients into a one-size-fits-all approach.

Today, OWL works with automotive dealer groups nationwide, providing managed IT, cybersecurity, DMS consulting, IT project management, mergers and acquisitions support, finance and accounting services, and operational consulting.

The company's vendor-agnostic approach allows its teams to work alongside dealership leadership, internal IT departments, and operational teams to address challenges, manage complex projects, and support long-term business objectives.

Under Lopez's leadership, OWL has built a team of automotive professionals with firsthand dealership experience across technology, accounting, operations, and project management.

Rather than approaching dealership challenges solely from a technology perspective, OWL emphasizes understanding the people, processes, and business objectives behind each project.

“Throughout my career, I've believed that technology should support the people running the business, not create additional challenges for them,” said Lopez. “When we started OWL, we wanted to build a culture of thinking without walls or borders. We brought together people with different areas of automotive expertise who could work across traditional boundaries, look at the bigger picture, and find the right solutions for our clients. That philosophy has shaped how we've grown and how our team works together today. I'm incredibly honored by this recognition, but what makes me most proud is the people behind OWL and the commitment they bring to our clients every day.”

In June 2026, Lopez assumed sole ownership of OWL Automotive Consulting, marking a significant milestone as the company became a 100% woman-owned business.

The AutoTech CEO of the Year recognition reflects a career dedicated to advancing automotive technology leadership and building an organization focused on practical solutions, meaningful partnerships, and the evolving needs of retail automotive businesses.

About OWL Automotive Consulting

OWL Automotive Consulting is a nationwide automotive consulting firm delivering advisory, professional, and managed services to dealership groups and automotive technology organizations. Supporting hundreds of dealerships across the United States, OWL helps clients enhance operational performance, optimize DMS and accounting processes, navigate mergers, acquisitions, and divestitures, manage technology initiatives, and lead business transformation efforts. Through its Professional Services and Managed Services teams, OWL combines deep industry expertise, technical proficiency, and strategic insight to help dealerships improve performance, streamline operations, and achieve long-term success. Visit <https://www.owlautocs.com> to learn more.

About AutoTech Breakthrough

AutoTech Breakthrough is part of the Tech Breakthrough organization, a market intelligence and recognition platform honoring innovation and leadership across the global automotive and transportation technology industries. The annual AutoTech Breakthrough Awards recognize outstanding companies, products, technologies, and individuals across numerous industry categories. For more information, visit <https://autotechbreakthrough.com>.

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