

ADVANCED ESTIMATICS

Leadership

The team to partner with.

Decades of automotive operating experience. Globally recognized AI engineering. And a customer success team that was built — not bolted on — to help dealerships integrate, scale, and win.

01

Dan Macuga

Chief Executive Officer

20+ years scaling global brands. Chrysler dealer ops foundation. CXO of the Year.

Dan brings more than 20 years of executive leadership across global marketing, operational growth, brand transformation, and enterprise-scale acceleration.

Previously CMO/CCO at USANA Health Sciences, where he helped scale the company from ~\$350M to \$1.2B+ in annual revenue across 25 international markets — leading a global team of 400+.

His automotive foundation began at Chrysler Corporation, working in retail marketing, dealer relations, and operational support across the Chrysler, Dodge, and Jeep dealer network.

Recipient of CXO of the Year and Crisis Manager of the Year honors.

02

Bill Klehm

Chairman

Architect of CarFax. Built Ford's \$1B service strategy. Founder & CEO, eBliss.

Bill is an e-mobility, transportation, and business expert — a futurist and technology development leader with two decades of launching, scaling, and successfully exiting companies across transportation and tech.

An early collaborator at CarFax, he architected the program that became the CarFax vehicle history report.

At Ford Motor Company, Bill led the strategy that grew the customer service division to over \$1 billion in three years — the strategy that ushered Ford into the tire business and made it one of North America's largest tire retailers.

Former CEO of Fallbrook Technologies (NuVinci CVT) and President of Visteon Climate Control Ltd (\$80M to \$280M during his tenure). Founder & CEO of eBliss.

Featured in Wired, The Wall Street Journal, The Washington Post, and Hardball: Are You Playing to Play or Playing to Win.

03

Billy Edwards

President & Chief Operating Officer

Vanderbilt PhD. BCG. Chief Strategy Officer at AMD. COO at eBliss.

Billy is a business expert, founder, investor, advisor, and engineer — driven by an innate curiosity for solving the hardest business, technology, and innovation challenges.

B.S. BioMedical Engineering, B.E. Materials Science, and M.S./Ph.D. in Materials Science from Vanderbilt University.

A decade at The Boston Consulting Group (BCG) across North America, Europe, and Asia. At Motorola's Corporate Strategy Office, he drove M&A and helped turn around the \$8B semiconductor sector (later spun out as Freescale).

As Chief Strategy Officer at AMD, Billy established the embedded processor business and drove corporate strategy through the introduction of 64-bit computing, the ATI Technologies acquisition, and the spin-offs of Spansion and GlobalFoundries.

Engineering

A globally recognized AI team in production every day.

Our engineering team has built and shipped the AI models that quietly power Estimatics — trained on more than 125,000 real cosmetic repairs, with 95–97% measured accuracy on real-world dealership and rental-fleet vehicles. Decades of computer vision, applied ML, and production-grade infrastructure experience drawn from the world's most demanding software environments.

Customer success

A real human, ready when you are.

Integration questions. Workflow design. Multi-rooftop rollouts. CSI training for advisors. Our customer success team is staffed by dealership-experienced operators — not a ticket queue — ready to help your team go live in weeks, not quarters.

Ready to learn more?

Schedule a conversation: dan.macuga@advancedestimatics.com
advancedestimatics.com · Austin, Texas

2025 Advanced Estimatics. All rights reserved.