LEADVENTURE®

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LeadVenture® names Nasi Jazayeri Chief Executive Officer

Veteran Salesforce executive to lead LeadVenture's next phase of growth and innovation.

Lake Oswego, OR – September 9, 2026 – LeadVenture®, the trusted digital partner behind some 40,000 dealerships and service centers, today announced that Nasi Jazayeri has been named Chief Executive Officer, effective September 8, 2026. Jazayeri succeeds Tim MacDonald, who is transitioning to an advisory role and will continue to serve on LeadVenture's Board of Directors.

Jazayeri joins LeadVenture following more than 18 years at Salesforce, where he built and scaled businesses across cloud applications, commerce, nonprofit and education, and public sector markets. He played a key leadership role in scaling Sales Cloud and launching Service Cloud. Later, he conceived and led Salesforce's B2C strategy, growing the business to hundreds of millions of dollars in revenue and leading the acquisition of Demandware, which became the foundation of Salesforce Commerce Cloud. Most recently, as EVP & General Manager of Salesforce's Public Sector business, he built the business from the ground up into a business worth hundreds of millions of dollars while expanding its product portfolio into one of the industry's broadest offerings. Jazayeri holds a degree in Computer Science from UCLA.

"The Board and I led an exhaustive search and found Nasi to be one of the most impressive technology executives you will meet, a builder who connects product and go-to-market, and a leader known for developing and championing his people. I could not be more excited about what he and this team will accomplish together," said Tim MacDonald, who will remain closely involved with LeadVenture as an advisor member of the Board of Directors.

"LeadVenture has built an extraordinary position at the center of how dealers across a dozen industries market, sell, and run their businesses, and I believe the opportunity ahead is even greater.

Throughout my career, I've been passionate about building products and businesses that deliver measurable outcomes for customers. My focus at LeadVenture will be simple: earn the trust of our dealers every day, help them grow their businesses, and build the products, technology, and teams that make LeadVenture indispensable to their success. I'm honored to join this team and excited to get to work alongside our dealers, OEM partners, and employees."

— Nasi Jazayeri, Chief Executive Officer, LeadVenture

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About LeadVenture

LeadVenture is the operator behind a connected ecosystem of dealership and service technology, supporting some 40,000 dealerships and service centers across 12 verticals. Its family of brands, including Dealer Car Search, Dealer Spike, Frazer, InteractRV, Net Driven, Room 58, and TCS Technologies, partners with 200+ OEMs to deliver solutions built for the specific demands of each vertical and each dealer it serves. Operating across seven countries and with more than 6.1 million units sold through its ecosystem last year, LeadVenture gives dealers a reliable digital foundation, a connected marketing engine, and the data clarity they need to grow with confidence.

To learn more, visit www.leadventure.com.