



*For more information, contact:*

**Margy Eckelkamp**

**Phone: (573) 864-2468**

**Email: [meckelkamp@machinerypete.com](mailto:meckelkamp@machinerypete.com)**

## **For Immediate Release**

### ***Machinery Pete Launches New Site and Announces Appointment of Key Executive Hires***

*Rosemont, Ill.* (June 18, 2015)—Machinery Pete, the most trusted name in farm equipment, announces the launch of its new website, [www.MachineryPete.com](http://www.MachineryPete.com). The company also announces the appointment of two new senior leaders: Kevin Doyle as CEO, formerly with *Apartments.com* and Bill Weber as Vice President of Sales, formerly with John Deere.

“Prior to this redesign, we researched and talked with hundreds of farmers and dealers across the country to find out exactly what they want and need. In addition, we partnered with Farm Journal Media to combine our experience and reputation to deliver real results,” said Greg Peterson (aka “Machinery Pete”). “I have over 25 years of experience in the machinery business, and I’m so proud of the additional features and functionality that are now available on the site. I know farmers and dealers will love it.”

The new site will be the premier online destination for farmers and dealers, providing a comprehensive used farm equipment experience. The site offers farmers the ability to search tens of thousands of quality used farm equipment listings, plus it provides access to Machinery Pete blogs, videos and much more to help farmers make an informed decision when finding and valuing their next piece of used farm equipment. In addition, the site will continue to offer trusted auction data, upcoming auction events and trend analysis.

For dealers, in addition to getting their equipment listings front and center, the site will provide truly innovative multimedia marketing solutions. Machinery Pete will leverage Farm Journal Media’s solutions and ability to target used farm equipment buyers through demographic analysis, local market intelligence, localized mobile marketing tools, targeted online advertising, site analytics and more.

Along with the launch of the new site, the company announces the recent appointment of two key senior executives to the management team.

Kevin Doyle joins the team as CEO. Doyle is a veteran in digital sales, marketing and business development. He brings over 25 years of experience to the role, with a career focus on leading and growing online businesses. Doyle joins Machinery Pete most recently from High School Cube, where he served as President and Co-Founder. Prior to that, he spent over 11 years with *Apartments.com*, the leading apartment listings website in the U.S., where he served for over six years as the Senior Vice President and General Manager. Doyle brings extensive experience in online classifieds and lead generation. He is a graduate of the University of Notre Dame with a bachelor’s degree in economics.

Bill Weber also joins the Machinery Pete team as Vice President of Sales. Weber has 25 years of expert experience in the ag-equipment industry, largely focused on working with dealers in marketing and operations of used farm equipment. He spent over 15 years with John Deere in various roles, serving most recently as the Division Remarketing Manager. Prior to John Deere, Weber spent eight years with Case IH in product and dealer marketing roles. Weber has a bachelor's of science degree in marketing from Northern State University and received his master's in business administration from Mid-America Nazarene.

The company has also engaged the senior consulting services of Brian Neale, formerly a product owner of classified search for *Cars.com*.

"I'm excited about the new site and products we are building to better serve farmers and dealers. We are off to a great start," commented CEO Doyle. "Today, we have partnered with nearly 2,000 dealer stores across the country and have over 55,000 used farm equipment listings on the site. We are committed to adding additional inventory, but equally important, we are focused on adding robust features and tools that will make this site even more relevant and important to the industry."

Farmers are encouraged to visit the site at <http://www.machinerypete.com>. Dealers interested in marketing their used farm equipment listings via the site can contact [customersupport@machinerypete.com](mailto:customersupport@machinerypete.com) or call (844) 727-6374.

#### **About Machinery Pete**

*MachineryPete.com* is the premier online destination for farmers and dealers, providing a comprehensive used farm equipment search experience. The site offers access to Machinery Pete's trusted auction database of more than 500,000 prices sourced through firsthand data and a curated network of more than 1,000 auction firms, upcoming auction events and trend analysis. Farmers can also find Machinery Pete blog archives, videos and much more to help them make an informed decision when finding and valuing their next piece of used farm equipment. Plus, *MachineryPete.com* offers farm equipment dealers innovative marketing solutions to get their listings front and center to a growing, targeted farm audience, including online advertising, market intelligence and analytics. In 2014, Farm Journal Media bought a majority interest in Machinery Pete, and the two companies are partnering to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.