



Phillip Battista

President Dealership Technologies

J.D. Power

Phillip Battista is a 30 year Automotive veteran who founded Superior Integrated Solutions in 1998. He has held multiple positions within the dealership world including dealer principal. In 2007 he contributed technology marketing sales and “know-how” to create MenuVantage the first electronic F&I menu which included electronic consumer contract ratings and subsequent registration adopted by 4000 plus customers nationwide. In 2011, he created ServiceBook Pro which was the first fully integrated, end to end service workflow which is now CDk Service Edge. Both MenuVantage and ServiceBook were subsequently sold to CDK. In 2015, he launched Darwin which is the only patented prescriptive sales workflow for F&I product sales in the industry with over 8500 active sites nationwide. Phil graduated from St. Peter’s University.