



About the Partners

Gene Cortes, Founder & CEO

Gene has had a passion for cars since he was a child and has spent the last 40 years working in every aspect of the business - from driving tow trucks, to working as an adjuster for major auto insurance companies, to managing and owning small body shops before opening his current 14,000 square foot body shop in 1992. Gene believes that innovation is key to keep a company's growth moving forward and when he developed MyShop Traffic for his own shop, he quickly realized that if he was seeing a difference in his profits from using it, other shops would too. He is excited about partnering with his two daughters for this next chapter in his career. Gene resides in New York with his wife. He is an avid car collector and counts his '89 Porsche 911 Carrera and 2018 Corvette Stingray among his favorites.

Stephanie Cohen, Director of Sales & Training

Stephanie was just 9 years old when her father opened up his body shop, so she knew more than the average 4th-grader did about cars, insurance claims and repairs. As a result, she developed a passion for cars and to this day, loves getting behind the wheel of a performance vehicle. In 2004, Stephanie graduated from The University of Miami with a bachelor's degree in Graphic Design and Communications and headed back to New York to work as a textile designer for Disney, Warner Brothers, Marvel Comics and Mattel. She later worked in marketing and webinar training at the Institute for Integrative Nutrition. When presented with the opportunity to partner with her sister and dad and take his idea market, she jumped right in! Stephanie resides in New Hampshire with her husband and two daughters. She drives a Volvo XC90 packed with car seats, Barbie dolls and goldfish crackers.

Melly Bonita, Director of Sales & Marketing

Melly was born into entrepreneurship and spent her childhood working in her family business at their auto body shop in New York. After graduating from NYU, her corporate career led her down a different path and she worked in Public Relations for 18 years, representing consumer brands such as Domino's Pizza, Kodak, Buick, and Apple Computer. It was during those years that she honed in on the art of building relationships to share a product and its story. She has worked as a PR and marketing consultant for the past 13 years and in 2017, she yelled out a big "YES!" when her father asked her to be his partner in taking MyShop Traffic to market. Melly resides in Connecticut with her husband and three daughters. She drives a Honda Odyssey but has her eyes set on a Land Rover Discovery now that her kids are old enough to open their own doors.

For additional information about MyShop Traffic, visit www.myshoptraffic.com

Press kit available at: www.myshoptraffic.com/mediakit



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