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“Defining the World of Car Wash Technology”

Media Alert

For Immediate Release

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Jason Sears Joins Innovative Control Systems Industry Pro to Head Communications

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Wind Gap, PA — Innovative Control Systems announced that Jason Sears has joined the company as Communications Manager. A fifteen year veteran of the vehicle care industry, he has extensive sales, management, and communications experience.

At ICS he will be responsible for the day-to-day management of the company’s Marketing department, heading e-learning initiatives for customers and employees, and innovating customer-facing communication across multiple channels including digital, print, video, and trade shows.

Sears began his car wash career at Hamilton Manufacturing in 2001 where he served as National Sales Manager. In 2006 he was recruited into Sonny’s as Equipment Sales Manager where he helped streamline the efficiency of the sales department and enhance distributor relationships. He joined Ecolab in 2008 and rose to the position of Key Account Executive where he developed and grew key relationships with the nation’s largest vehicle care organizations including Circle K, Walmart/Sam’s Club, and Penske.

“Jason has distinguished himself in all three segments of the vehicle care industry,” said Kevin Detrick, ICS President. “He understands chemicals, he understands car wash equipment manufacturing, and he has a solid understanding of the third component of the commercial car wash industry...point of sale. But more importantly, he understands that in order to be truly successful you must help your customer become successful first, and that philosophy makes him a great fit for ICS.” Said Detrick.

Sears is a graduate of Judson University. He and his family will reside in eastern Pennsylvania.

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