



Paula Tompkins

TECH ENTREPRENEUR & INVENTOR

Paula Tompkins is the chief executive officer (CEO) and founder of ChannelNet. She is also a member of the company's Board of Directors.

Technology Innovations

1981: Launched an early “luggable” personal computer, called the Actrix, one of the world’s first true portable computers

1983: Created Skytray, an interactive electronic advertising medium targeted to airline passengers

2010: Received patent for a modifiable sales and marketing software platform.

2012: Received patent for data driven software personalization technologies.

Paula Tompkins is a strategic visionary with a deep understanding of the application of marketing enabled by technology. Her long and illustrious career has established her as a leader in digital marketing, as well as in sales and service in omnichannel environments that include brick and mortar, online, mobile and call centers. She is a recognized authority on leveraging digital technologies to acquire, cross-sell and retain customers.

Tompkins started her career as a commercial banker in 1974, on Wall Street at the Bank of New York. (Now BNY Mellon) In 1975, she went on to break gender barriers at both 3M and General Electric. In 1981, Ms. Tompkins went to work for her first of two start-up companies in San Jose, CA.

In 1985, Tompkins founded The SoftAd Group. Utilizing her technological expertise, Paula led the company's creation of thousands of multichannel marketing and sales solutions for several Fortune 500 companies. She holds two U.S. patents for ChannelNet's SiteBuilder software technology.

In her role as CEO of ChannelNet, Tompkins continues to innovate and is early to spot and solve for growing trends in digitalization and personalization. This led to the invention of OneClick Loyalty and OneClick Financial – both comprehensive SaaS platforms to

Digital Innovations

1986: Launched the first digital marketing campaign in the world for BMW, General Motors, Chemical Bank, Chase Manhattan Bank and Ford

1993: Created the first enterprise-class, interactive selling software product, SalesExcellerator

1995: Launched Ford.com

1996: Launched world's first dealer websites for 5000 Ford dealers

2006: Developed the world's first personal microsites for BMW Financial Services

2017: Launched OneClick Loyalty – the first comprehensive end-to-end, customer ownership retention solution for automotive dealerships

2018: Launched OneClick Financial – a customer engagement platform to welcome, promote cross-sell opportunities and grow share of wallet

help automotive dealerships, retail banks and credit unions digitally interact with their customers in a meaningful and memorable way.

Her technology-based sales, marketing and service company works in the finance, automotive and home improvement industries. Some of her customers are BMW, Hyundai, Ally Financial, RouteOne, Toyota, Harley-Davidson, Ford Motor Company, JM Family Enterprises, Porsche, Subaru, Jaguar, Land Rover, Volkswagen Credit, Lexus, Audi Financial Services, Kia, General Motors, Genesis, Hunter Douglas and Benjamin Moore & Co.

Tompkins has been featured in numerous online and print publications including the American Banker, Automotive News, Auto Finance News, F&I Showroom, The Wall Street Journal, Fortune, Time, The Washington Post, Business Week, The New York Post, CIO, Advertising Age, Detroit News, Detroit Free Press, Crain's Business Detroit, J.D. Power and Associates publications and Esquire. Ms. Tompkins has also been the focus of articles in a number of international periodicals, including La Tribune, Australian Ad News, ComputerSweden, Markedsføring, and Japanese Newsweek.

Tompkins has lectured at Columbia University's School of Business, the University of California at Berkeley's Haas School of Business, Stanford University and Marshall University.

Born and raised in Huntington, West Virginia, Tompkins holds a Bachelor's in Business Administration from Marshall University and is a member of the 2015 class of the university's College of Business Hall of Fame. In 2014, Marshall University's Yeager Leadership Institute presented Paula with the second annual William E. Willis Leadership Award for her exemplary leadership in three areas: learning, guidance and honor.

She actively works to promote the Marshall University's programs and served on its foundation board of directors for twelve years. Her main residence is still in the Silicon Valley area, but she can often be seen cheering on the Wolverines every fall during University of Michigan home games in Ann Arbor.