



## **Philip Potloff**

### **Chief Information Officer**

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Philip Potloff is the Chief Information Officer at Edmunds.com. With over 17 million unique visitors each month, Edmunds is the premier online resource for automotive information. Phil leads software development, technical operations and analytics at Edmunds in Santa Monica, where he has served in several technical leadership roles since relocating from Silicon Valley in 2005. Prior to Edmunds, Phil spent more than a dozen years at several bay area tech firms including leading network architecture for the natural language search engine, RealNames, and managing IT operations at the speech recognition software company, Nuance Communications. He holds a B.A. in Economics from UCLA. Phil is a 25-year surfer and lives in Southern California with his wife and their two boys.