

# PBJ100: No. 10 Dealer Spike ponders acquisitions, international expansion

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*Editor's note: This interview is part of our June 13 Fastest-Growing Private 100 companies section. The section honors regional businesses which experienced the most revenue growth over the past three years.*

**What's the biggest challenge facing your business?** Our current growth is one of our biggest challenges, along with international expansion. Not only is growth happening within our company, but technology is changing at such a rapid rate. We are constantly trying to improve our processes relating to training our employees as well as recruiting and hiring.



Jay Mason is president and CEO of Dealer Spike.

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**What's going to change at your company in the next year?** Our goal is to make several more acquisitions to add to our business portfolio, along with expanding the management team and adding several new vertical markets to sell into.

**How big do you hope to become?** We have a very comprehensive five-year business plan. Our projections show steady continual growth throughout North America. With our diverse customer base and competitive advantage, we will definitely grow measurably over the next five years.

**How has operating in the Portland area worked to your advantage?** We are able to provide a service without sales tax, which makes our web solutions more affordable. Dealer Spike also offers a central office location for daily travel, and the area provides many options for economical living for employees.

**What makes you laugh at work?** How much my employees express themselves. The variety of personalities in the company provides a lot of entertainment.

**If your company were a movie, what would it be?**“Field of Dreams.” We went from humble beginnings, working almost exclusively with [Harley Davidson](#) dealers, to one of the biggest forces in the online dealership solution marketplace. We have been continually focusing on improving and building new tools to give our dealers an advantage, and now customers come and find us. “If you build it, they will come.”

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