

George Hines

SENIOR VICE PRESIDENT, CHIEF INNOVATION AND TECHNOLOGY OFFICER

George Hines is our Senior Vice President, Chief Innovation and Technology Officer. Before joining Lithia Motors, Inc., George held technology and innovation leadership roles at Massage Envy Franchising and Viad Corp. Early in his career, he worked with Deloitte Consulting as well as Ernst & Young Management Consulting, where he advised clients in the telecommunications industry.

George brings a great deal of talent and passion for the creation of delightful, frictionless experiences and innovative technologies. Additionally, he brings a global view to his work having lived and worked in Peru, Ecuador, Brazil, Spain and the United Kingdom. As CTIO, George is focused on leveraging technology to drive innovation in our business and exploring new capabilities to transform the customer and employee experience. He holds a B.S. in MIS from Millikin University and has most recently completed studies in the Stanford school for Design Thinking and Innovation.