

# MEET THE TEAM



**JANICE SUTTON -  
CEO AND EDITOR IN CHIEF**

Janice entered the fleet management industry over 30 years ago, serving in sales and client relations management roles for companies such as Hertz Car Leasing, Wheels, Inc., and U.S. Fleet Leasing, where she was Vice President of Client Relations, National Accounts. Subsequently, she held a variety of editorial positions for Automotive Information Network. In 2009, she was named Editor of Fleet Management Weekly, then owned by AIN. Janice is a member of Automotive Fleet & Leasing Association and NAFA Fleet Management Association. In 2014, she was named NAFA Affiliate of the Year.



**TED ROBERTS -  
PRESIDENT AND CHIEF CONTENT OFFICER**

Passionate about great content and about smart marketing strategies, Ted has decades of experience as a writer, editor and marketer. Ted joined the fleet world in 2014 when he and longtime friend-turned-business partner Janice Sutton purchased Fleet Management Weekly. He has since fallen for this amazing industry. Ted's past roles include editor for Wired magazine, marketing communications/PR manager for Millward Brown Interactive, content manager/developer at Third Age Media, and Online Manager for the School of Advertising at Academy of Art University. A resident of Portland, Oregon, Ted is an active member of the NAFA Fleet Management Association and of the Automotive Fleet & Leasing Association (AFLA). Ted was a recipient of the AFLA President's Award in 2020.



**ED PIERCE -  
CONTRIBUTING EDITOR**

Ed has long been involved in the fleet industry. In his 20 years at Holman/ARI, he rose to the position of Vice President of Global Branding. He then founded the B2B marketing firm, ITA Communications, with a focus on serving fleet service providers. Ed has been active in both AFLA and NAFA, has served as a conference speaker and moderator, and has authored articles for International Fleet World, Automotive Fleet, and Fleet Solutions. He also writes FMW's monthly fleet marketing column, "A Call to Action."



**MIKE SHELDRIK -  
SENIOR EDITOR**

Mike is a veteran technical and business journalist who has covered the auto industry, the oil industry, and served as energy editor at Business Week. Later, he was the managing editor for Automotive Electronics News, a pioneering telematics journal published by Fairchild. Mike broadened his career with key roles at several Silicon Valley telematics start-ups.



**CONNIE SHEDRON -  
ASSOCIATE EDITOR**

Beginning in 2007, Connie served Automotive Information Network in a variety of editorial capacities. Connie is a veteran of the fleet leasing and management industry, having spent 27 years with US Fleet Leasing, CitiGroup and GE Fleet Services. She has held support and management positions in the License & Title, Vehicle Remarketing, Customer Service, and Sales departments of these major vehicle leasing companies.



**VICTOR NOERDLINGER -  
VIDEO PRODUCTION MANAGER**

A Los Angeles-based filmmaker and media creator, Victor is responsible for creating and filming the popular 'I am NAFA' series for NAFA Fleet Management Association. Always pursuing a greater understanding of the entire process from story and brand development down to the final edit, directing and writing were a natural evolution for Victor. He films music videos, shorts, documentaries, fashion, automotive, and events. Victor studied film and digital arts at Santa Monica College.