



NEWS RELEASE

CarMax Announces Leadership Appointments to Further Unify End-to-End Customer Experience, Advance Strategy for Growth

2026-09-29

- Elizabeth Dirgins joins CarMax as Executive Vice President, Chief Digital and Customer Officer, effective October 5
 - Newly created role further unifies end-to-end customer experience, from customer acquisition through vehicle transaction
 - Dirgins joins CarMax from Volkswagen Financial Services, where she most recently served as Chief Digital Officer for the North American region and brings two decades of digital product and customer experience leadership
- Jeff Campbell, a CarMax leader for a decade, promoted to Senior Vice President, Strategy
 - Campbell leads newly centralized function that brings together the company's strategy, data science, AI, and pricing teams in order to accelerate key decisions
- Dirgins and Campbell will both report directly to CarMax President and CEO Keith Barr

RICHMOND, Va.--(BUSINESS WIRE)-- CarMax, Inc. (NYSE: KMX) today announced two key leadership appointments to advance the company's new Shift into GEAR strategy for growth and strengthen its industry-leading customer experience.

Elizabeth Dirgins, CarMax Executive Vice President, Chief Digital and Customer Officer

Elizabeth Dirgins has been named Executive Vice

President, Chief Digital and Customer Officer, a newly created role that will further unify the end-to-end customer experience, from customer acquisition through vehicle transaction. In this capacity, Dirgins will oversee the

company's marketing, product and Edmunds teams, including the digital tools that support both the online and in-store experience. With more than two decades of digital product and customer experience leadership, Dirgins joins CarMax from Volkswagen Financial Services, where she served as the Chief Digital Officer for its North American region and led digital strategy, customer experience and marketing for the business.

Dirgins previously held customer experience and product strategy leadership roles at Capital One, Wells Fargo, and Marriott. She will join CarMax on October 5 and report to CarMax President and CEO Keith Barr.

CarMax announced the promotion of **Jeff Campbell** to Senior Vice President of Strategy, leading a newly centralized function that brings together the company's strategy, data science, AI, and pricing teams in order to accelerate key decisions. Campbell joined CarMax in 2016 and has held leadership roles spanning transformation, product and strategy. He most recently served as Vice President of Product, leading the Supply Product group and the Supply Strategy function, while also playing an instrumental role in the development of CarMax's new strategic plan. Campbell joined CarMax from Boston Consulting Group. His appointment was effective in August, and he will report to Barr beginning in January 2027.

"Elizabeth and Jeff both bring the skills, experience and focus we need as we build a faster, more connected company that puts the customer at the center of everything we do," said Keith Barr, CarMax President and CEO. "Elizabeth has spent her career building digital experiences and financial products grounded in deep customer understanding, and she'll bring an invaluable perspective to guiding customers through this carefully considered, complex purchase. Jeff has been instrumental in shaping our strategy over the last decade, and in his new role he will support the delivery of our strategic plan with the speed and alignment it demands. I know they'll both create confidence for the road ahead for every customer we serve."

"CarMax has built real trust with customers over decades, and I'm excited to continue to grow this beloved brand," said Dirgins. "CarMax gives customers the ease of shopping online with the confidence that comes from seeing and confirming their choice in person. My focus will be making sure that we make every step in the customer's car buying and selling journey simple, fast and connected."

"We have a strong strategic plan for growth and incredible runway ahead," said Campbell. "I'm excited about my new role and am grateful for the incredible associates I get to work with in this next chapter. Bringing our strategy, data and pricing teams together will give us a clearer, shared view of the business, which will enhance our decision making."

These moves reflect CarMax's continued execution of its strategic plan to strengthen its position as the nation's largest used car retailer. CarMax will host a virtual Strategic Update on November 3 at 8 a.m. ET to provide more details on the company's growth strategy, key initiatives and milestones.

About CarMax

CarMax, the nation's largest retailer of used autos, has earned customers' trust for more than 30 years by leading with integrity, transparency and honesty. CarMax continues to redefine car buying and selling for millions of customers, delivering the easy and confident experience they love. CarMax has more than 255 store locations, approximately 28,000 associates, and is proud to have been recognized for 22 consecutive years as one of the Fortune 100 Best Companies to Work For®. During the fiscal year that ended February 28, 2026, CarMax sold approximately 780,000 used vehicles and 540,000 wholesale vehicles at its auctions. In addition, CarMax Auto Finance originated \$8 billion in auto loans during fiscal 2026, adding to its \$16 billion portfolio. CarMax is committed to helping its communities thrive and reducing the environmental footprint of its operations. Learn more in the **2026 Responsibility Report**. For more information, visit www.carmax.com.

Public Relations

CarMax

PR@carmax.com

(855) 887-2915

Source: CarMax, Inc.