

Kristen Hernandez, Director of Electronic Solutions Support

Kristen Hernandez is an experienced communications, process, and project subject matter expert in the automotive industry, specializing in e-Title solutions. She currently serves as Director of Electronic Solutions Support for eDealer Services (EDS), where she oversees the operations of all national electronic programs, manages key partner relationships, and serves as essential personnel for project implementations across the country.

Kristen began her career in the industry in 2010 with the Arizona Automobile Dealers Association (AADA), the parent company of eDealer Services. During this time, she became an Arizona state-certified title and registration processor and gained hands-on experience with Arizona's electronic programs. Leveraging this knowledge, she joined the Electronic Applications Help Desk, where she advanced into a training role and supported the state's mandatory ELT program, Electronic Temporary Permit (eTRP) system, and Electronic Title and Registration (eTitle) system.

In 2014, Kristen transitioned into a leadership role with eDealer Services, where her expertise continued to expand alongside the company's national growth. Throughout her career, Kristen has combined technical knowledge of electronic programs with a strong understanding of title and registration processes and jurisdictional policies. She has worked closely with all stakeholders impacted by EDS services—including dealers, lienholders, motor vehicle agencies, state processors, title clerks, and vehicle owners—bringing a collaborative, solutions-oriented approach to every project.