

TIRE INDUSTRY ASSOCIATION

2026-27 BOARD OF DIRECTORS NOMINEES



JASON CAMPBELL — *Strategic Account Manager – OTR for Southern Tire Mart*

Dealer, Retreader | **Markets:** Retail, Commercial/Truck, Industrial, Wholesale, Retread/Repair, OTR, Farm/Agriculture

Jason Campbell serves as Strategic Account Manager – OTR for Southern Tire Mart, bringing more than 30 years of experience in the tire industry with a specialized focus on off-the-road tire service, sales, and operational leadership.

Campbell began his career as an OTR tire service technician and has built a comprehensive background spanning field service, technical operations, customer support, training, and strategic account management within the commercial and OTR tire sectors. His hands-on industry experience, combined with his leadership in training and safety development, has earned him recognition as a respected resource within the mining and commercial tire industries.

In his current role, Campbell oversees nationwide MSHA and TIA OTR training initiatives, helping advance safety standards, workforce development, and technical expertise across the industry. He is a Certified MSHA Instructor as well as a TIA 400-Level Earthmover Tire Service Instructor, demonstrating his commitment to professional excellence and operational safety.

Campbell is passionate about supporting the commercial tire industry through leadership, education, and advocacy. If elected to the Tire Industry Association Board of Directors, he intends to represent the commercial tire sector while promoting safety-focused initiatives that align with TIA's mission, vision, and commitment to industry advancement.



DYLAN COLE — *Technical Trainer – North America, Technical Rubber Company / TECH Tire Repairs*

Supplier, Manufacturer - Tire or Other | **Markets:** Retail, Commercial/Truck, Industrial, Wholesale, Retread/Repair, OTR, Farm/Agriculture

Dylan Cole is a Technical Trainer – North America at Technical Rubber Company / TECH Tire Repairs, where he trains technicians across passenger, commercial, and OTR tire service segments.

Cole has built a strong reputation as a subject matter expert in tire repair, safety, and technician education. Known for his hands-on approach and industry engagement, he is a respected voice who regularly shares practical knowledge to help technicians perform safe, proper repairs. In 2025, he was honored with TECH's HILTI Core Value Award, recognizing his technical expertise and commitment to supporting others.

He is also a certified advanced instructor for TIA's Automotive Tire Service and Commercial Tire Service programs and has played a key role in strengthening the relationship between TECH and TIA's training initiatives.

If elected to the TIA Board of Directors, Cole aims to elevate technician competency, promote safe service practices, and expand access to high-quality training through collaboration across the industry.



MICHAEL DEMBE — *Vice President of OEM Sales – Construction at OTR Engineered Solutions*

Non-Dealer Wholesaler/Distributor, Manufacturer - Tire or Other | **Markets:** Industrial, Wholesale, OTR, Farm/Agriculture

Michael Dembe is Vice President of OEM Sales – Construction at OTR Engineered Solutions, bringing more than 30 years of experience in the off-road tire industry.

Dembe has held a unique mix of sales leadership and product management roles across both OEM and replacement segments, along with international experience spanning the full product lifecycle—from development and specification to distribution and field performance. His background includes both dealer and manufacturer perspectives, as well as broad expertise in off-road tires, wheels, and rubber tracks.

A multi-year participant and supporter of the TIA OTR Tire Conference, Dembe is also a contributor to industry training content and a strong advocate for safety, education and mentorship.

If elected to the TIA Board of Directors, he aims to promote industry awareness, support off-road training initiatives, and help develop the next generation of professionals to ensure a strong and sustainable future.



KELSEY JARMAN – *Director of Sales – Off the Road Tire at ESTI*

Supplier / **Markets:** Retail, Commercial/Truck, Industrial, Retread/Repair, OTR

Kelsey Jarman is Director of Sales – Off the Road Tire at ESTI, bringing more than nine years of experience across sales, distribution, e-commerce, and hands-on technician training.

Jarman has demonstrated strong leadership through strategic account development and solution-based selling, driving growth while maintaining a focus on operational excellence. She is a TIA Certified Commercial Tire Service Instructor and has completed TIA's Earthmover Tire Service training, further reinforcing her commitment to advancing technical knowledge and safety in the industry.

An active member of TIA's Next Gen Council, Jarman is recognized for her collaborative approach, integrity, and forward-thinking mindset.

If elected to the TIA Board of Directors, she aims to contribute a fresh perspective while supporting the organization's long-term growth through innovation, education, and industry engagement.



ADAM MOFFATT – *Executive Director of the Tire Dealers Association of Canada (TDAC)*

Association / **Markets:** Retail, Commercial/Truck, Industrial, Wholesale, Retread/Repair, OTR, Recycling, Farm/Agriculture

Adam Moffatt is Executive Director of the Tire Dealers Association of Canada (TDAC), and the Ontario Tire Dealers Association (OTDA), bringing more than 20 years of experience across tire recycling, retail, and association leadership.

Moffatt began his career in his family's tire hauling and recycling business and has since held key leadership roles in end-of-life tire operations and industry advocacy. His experience includes key leadership roles with Ontario Tire Recovery, serving as Ontario General Manager of Operations for Liberty Tire Recycling Canada and leading the growth and development of both the Ontario Tire Dealers Association (OTDA) and the Tire Dealers Association of Canada (TDAC).

A current member of the TIA Board of Directors, Moffatt is a strong advocate for safety, industry advancement, and fair representation across all markets. He has played a key role in reintroducing TIA's Automotive Tire Service (ATS) training programs in Ontario and is a certified TIA 400-Level instructor.

If re-elected, Moffatt will continue to represent the Canadian tire industry while supporting TIA's mission through advocacy, education, and collaboration across the global tire sector.



SETH MURPHREE – *Truck Service Risk Team Lead at TravelCenters of America*

Dealer, Retreader / **Markets:** Commercial/Truck, Retread/Repair

Seth Murphree is the Truck Service Risk Team Lead at TravelCenters of America, a bp company, where he focuses on advancing safety, risk management, and operational excellence within commercial tire service environments.

Since taking his first Tire Industry Association (TIA) training class in 2014, Murphree has experienced firsthand the transformative impact of quality safety education. That experience fundamentally reshaped his approach to safety and continues to drive his commitment to promoting a stronger safety culture across the tire industry.

Murphree brings a unique cross-sector perspective, incorporating proven process safety principles and risk management tools from the oil and gas industry into tire service operations. He is passionate about fostering innovation, continuous improvement, and collaboration, with a strong belief that there is no competition when it comes to safety.

If elected to the TIA Board of Directors, Murphree aims to raise awareness of the challenges facing tire technicians and advocate for meaningful change. His priorities include supporting legislation to better protect roadside workers, strengthening Move Over laws, and encouraging the sharing of safety best practices across the industry.



JASON ROOK — *President & CEO of ITDG*

Dealer / **Markets:** *Retail, Commercial/Truck, Industrial, Wholesale, Retread/Repair, OTR, Farm/Agriculture*

Jason Rook brings over 20 years of tire industry experience across retail, commercial, wholesale, and manufacturing. He began in his family's auto body and tire business in rural Missouri and later rose to become CEO of Dobermann North America, managing operations in seven countries and leading the revival of the Dobermann brand in the USA and the creation of the K9 tire line.

President & CEO of ITDG, Jason is passionate about expanding access to safety training and industry opportunity. He advocates for global safety standards and supports the Right to Repair movement across the U.S.

A seasoned importer and industry voice, Jason has testified before the Senate Subcommittee on tariff issues and maintains strong relationships with independent manufacturers worldwide.

If elected, I would work to bring the industry together around the common goals of TIA. The tire industry is evolving rapidly, and dealers need strong leadership and collaboration now more than ever. I would work to strengthen engagement with TIA and reinforce the association as the leading voice in safety, innovation, and regulation in the industry today. I would advocate for programs that attract the next generation of talent to the industry, and to generally elevate the public image of our industry. I would also commit to listening to TIA members of all sizes and backgrounds to make sure that they are properly represented and have a voice in shaping their industry.



CRAIG STEVENS — *General Manager of Big Horn Tire*

Dealer / **Markets:** *Retail, Commercial/Truck, Industrial, Retread/Repair, OTR, Farm/Agriculture*

Craig Stevens is General Manager of Big Horn Tire, bringing extensive experience in the off-the-road tire segment and independent tire dealer operations.

Stevens spent 14 years with Michelin, where he most recently served as Operations Manager for the North American mining group and contributed to the development of best practices training programs. He has also played a key role in navigating major industry challenges, including supporting coal mine fleets through the 2017 bankruptcies, and has helped guide the strategic growth of Big Horn Tire, expanding the business with multiple new locations.

A current member of the TIA Board of Directors, Stevens is a strong advocate for independent tire dealers and the OTR segment. He is passionate about creating safe working environments, supporting employees, and delivering effective solutions for customers across the industry.



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