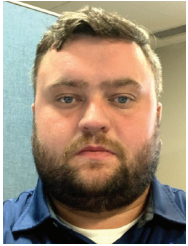


# TIRE INDUSTRY ASSOCIATION

## 2024-25 BOARD OF DIRECTORS NOMINEES



### **DEREK ARP** – Great Lakes Best One Inc., Cleveland, OH

*Tire Dealer, Retreader / Retail, Commercial/Truck, Industrial, Wholesale, Retread/Repair, OTR, Farm/Agriculture*

Derek Arp, General Manager of Great Lakes Best One Inc., has a distinguished background spanning military service to tire industry accolades. Derek's achievements underscore his commitment to success and service. During his military tenure, Derek earned numerous medals and combat ribbons. Transitioning to civilian life, he continued to excel, earning tire service awards at Goodyear in 2016 and at Ziegler Tire Cleveland, where Derek's sales surpassed \$700,000 profit. His sales acumen and dedication to excellence culminated in earning the General Manager Award for the highest growth and development in 2023 at Great Lakes Best One Inc.'s Cleveland, Ohio store. Under his leadership, the store experienced over \$700,000 in sales growth within an 11-month period. Beyond his accomplishments, Derek's desire to serve extends to his aspiration to join the board. He aims to contribute his wealth of experience and knowledge to foster growth and development of the team, further solidifying its commitment to excellence within the tire industry.



### **JEFF CAMPBELL** – Tire Discounters, Cincinnati, OH

*Tire Dealer / Retail*

Jeff Campbell brings nearly three decades of experience to his role as Chief Supply Officer for Tire Discounters. Having worked across prominent companies such as NTW, NTB, Sears, Monro, and now Tire Discounters, Jeff has amassed a wealth of knowledge and expertise in the tire industry. As the chairman of the board for AMRA/MAP, Jeff's leadership is characterized by his commitment to the industry's advancement. In his current position on the AMRA board, Jeff serves as a mentor, collaborator, and supporter of fellow board members, fostering a culture of growth and innovation. Jeff's vision for the tire industry centers on the importance of training and safety, recognizing that employee and customer education are paramount. With a deep-seated passion for the tire industry and a proven track record of leadership, Jeff Campbell is a driving force behind Tire Discounters' commitment to excellence and customer satisfaction. Jeff welcomes the opportunity to serve on the TIA board, where his dedication to training, safety, and industry collaboration may continue to shape the future of the tire industry for the better.



### **MICHAEL CIOFFI** – Tire Talent, New Rochelle, NY

*Manufacturer - Tire or Other / Retail, Commercial/Truck, Industrial, Wholesale, Retread/Repair, OTR, Recycling, Farm/Agriculture*

Michael Cioffi is the visionary Founder of Tire Talent, dedicated to revolutionizing career paths within the tire industry. With a steadfast commitment to supporting both candidates and companies, Mike's achievements highlight his passion for facilitating meaningful connections and fostering growth. With over two decades of experience in the automotive industry, Mike's journey has been marked by a desire to give back to the tire sector. For the past decade, he has served as a dedicated recruiter within the industry, leveraging his expertise to match talented individuals with rewarding opportunities. Currently, Mike leads a global team with a focus on the USA market, driving forward his mission to empower professionals and elevate the tire industry to new heights.



### **SARAH MASON** – Fountain Tire, Alberta, CA

*Tire Dealer, Retreader / Retail, Commercial/Truck, Industrial, Wholesale, OTR, Farm/Agriculture*

Sarah Mason is a dedicated Safety Manager at Fountain Tire, with a decade of experience fostering a culture of safety awareness and spearheading initiatives to reduce workplace incidents. Her achievements include digitizing a large portion of Fountain Tire's Safety Program, obtaining Certificates of Recognition across multiple locations, and leading a project to revamp training and certification for new hires. With 15 years at Fountain Tire and 10 years exclusively on the safety team, Sarah's promotion to Safety manager in 2022 reflects her expertise and leadership. She oversees safety for 185 locations and 2600 associates across Canada, directly managing a team of four safety specialists who travel nationwide. Sarah stays abreast of legislative changes and participates in continuing education to advance her skills. She also facilitates safety training sessions, investigates incidents, and leads safety initiatives, ensuring proper causes and corrective actions are identified.



## **SETH MURPHREE** – Travel Centers of America, Anderson, SC

*Dealer, Retreader | Commercial/Truck, Retread/Repair*

Seth Murphree's career trajectory from cashier to respected risk specialist at Travel Centers of America, reflects his resilience and unwavering commitment to safety. With a background as a tire technician, Seth has weathered countless challenges and made tough safety decisions, learning from his experiences to become an influential advocate for safety culture. His ability to bridge the gap between frontline technicians and corporate leadership, coupled with his dedication to understanding industry challenges, has been instrumental in fostering safety at every company he's served. Murphree states, "Being part of TIA's leadership would be an opportunity for me to continue my life's work of making a difference in the lives of the people who make the world go 'round.... literally." He hopes to inspire others throughout the industry by helping lead TIA through the challenges faced in today's times.



## **KRISTEN PETRILLA** – Haltec, Leetonia, OH

*Supplier | Retail, Commercial/Truck, Industrial, Retread/Repair, OTR, Farm/Agriculture*

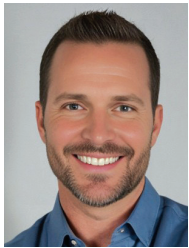
Kristen Petrilla serves as the Director of Project Management at Haltec Corporation, where she has made significant contributions to the company's success over the past eight years. Her dedication to safety, equality, and inclusion is evident in her multifaceted role, where she oversees Haltec's ISO 17025 Certified Torque Lab and spearheads initiatives aimed at enhancing industry standards. As a TIA 400 Level CTS Instructor, Kristen is deeply committed to advancing education and training opportunities within the industry, believing them to be crucial for ensuring safe and successful programs. She is an active member of organizations such as the Technology & Maintenance Council (TMC) and Women in Trucking (WIT), where she actively contributes to professional and personal community initiatives. Kristen's strategic vision and organizational prowess are exemplified by her role in designing and implementing a successful three-year strategic plan for Haltec. Kristen plans to bring insight and leadership to TIA as a potential board member and serve as an ambassador for the organization.



## **CHRIS RHOADES** – BKT Tires, Copley, OH

*Manufacturer | Industrial, OTR, Farm/Agriculture*

Currently Vice President for BKT Tires, Chris has 25 years of OTR tire industry experience between BKT and Bridgestone. He was the historical product manager of Bridgestone's TreadStat, developer of BKT's SPOTech field evaluation solution, a 2018 TIA Off-the-Road Tire Conference keynote speaker and a 2020 TIA panelist in a session on the Next Generation of the OTR Industry. Chris combines field work experience in mines across the world with a technical know-how to develop industry-leading solutions. He describes himself as passionate about seeing and developing the next generation of OTR industry experts. He seeks to bring the end user, dealer, and manufacturer to the same table to look at data and analyze ways to improve tire performance and productivity. He calls himself a problem solver who listens and wants to leverage the wisdom of the experienced with the technical innovations of the day. Chris said he would like to continue his service on the TIA Board to bring his understanding of the OTR tire industry and passion for developing innovative solutions to increase the value to members. Specifically, he would focus on increasing membership and participation with the next generation of tire industry professionals. He also would like to contribute to explore and help the training and education group develop standards on tire tracking and performance analysis. He also would like to work across all groups in establishing best practices for TPMS usage and analysis for TIA's standards.



### **LEE SCHOHR** – Commercial Tire, Meridian, ID

*Tire Dealer, Retreader | Retail, Commercial/Truck, Industrial, Retread/Repair, OTR, Farm/Agriculture*

Lee Schohr is a seasoned leader with expertise in safety, manufacturing, and logistics, currently serving as Director of Safety, Manufacturing & Logistics at Commercial Tire. With a strong background in manufacturing management, he offers experience in safety protocols, quality control, lean manufacturing, team development, and production management. His expanded roles in warehouse management and logistics have further enriched his understanding of supply chain operations. Lee says, "My passion and knowledge would make me an asset to the board of directors, allowing me to contribute meaningfully to the success and sustainability of the association in the dynamic and competitive landscape of the tire industry."



### **GARY C. SCHROEDER** – Bob Sumerel Tire Co., Erlanger, KY

*Tire Dealer, Retreader | Retail, Commercial/Truck, Retread/Repair, OTR, Farm/Agriculture*

Gary is Executive Vice President at Bob Sumerel Tire Co. Bob Sumerel Tire Co. markets commercial tire products and service solutions across 22 commercial stores, 5 retread plants and one wheel reconditioning plant. Prior to joining Bob Sumerel Tire Co. Gary was Executive Director Global TBR (truck and bus radial) business for Cooper Tire & Rubber Co, which was acquired by Goodyear. He has 35 years of experience in sales and marketing, operations, and finance, including 20 years in the tire industry.

Gary has been a featured speaker at tire dealer conferences and presented tire-related matters to the International Trade Commission in Washington, D.C. With 25 years in executive-level positions, Gary has gained experience in creating and leading high-performing teams. His strategic thinking, results-oriented management approach and an ability to gain alignment among constituents has enabled him to move teams on the best path forward. He believes his experience as a tire dealer as well as working with dealer's, OEMs, and fleets while at Cooper Tire, and his positive results in the business demonstrate his ability to contribute and lead across different groups. Gary hopes that serving on the TIA Board will allow him to have a positive impact on the entire industry.



### **JOHN SPARKS** – Sparks Commercial Tire, Inc., Findlay, OH

*Tire Dealer | Commercial/Truck, OTR, Farm/Agriculture*

John Sparks is the President of Sparks Commercial Tire, Inc., where he brings expertise garnered over three decades in the tire industry. As a second-generation independent tire dealer, John's roots in the business run deep, shaping his profound understanding of the industry's dynamics and challenges. With a notable achievement as a TIA Level 400 CTS and ETS instructor, John is dedicated to advancing industry standards and promoting excellence in safety and training. His passion for safety extends particularly to the Earthmover segment, where he focuses his efforts on ensuring the well-being of both employees and clients.



### **JASON THOMAS** – Tire Management Holdings LLC, Aurora, IL

*Dealer | Retail, Commercial/Truck, Wholesale, Retread/Repair*

Jason Thomas currently serves as the CEO of Tire Management Holdings LLC, where he has made significant strides in the company's success. With a background as a highly decorated US Marine Corps veteran, Jason's commitment to excellence and service is evident in his professional and personal endeavors. Joining Tire Management in 2021, Jason swiftly ascended through the ranks where within a two-year period, he progressed from Assistant Manager to General Manager, culminating in his appointment as CEO during a period of rapid company growth. Under Jason's leadership, Tire Management committed to safety, with all members of the operations team, including Jason himself, being TIA CTS certified. His dedication to improving industry standards extends beyond his professional responsibilities, as demonstrated by his service as an elected official in the State of Illinois, advocating for positive change within his local community. If elected to serve on the board, Jason indicates that he is eager to leverage his leadership experience, industry insights, and extensive network within the veteran community to contribute to TIA's mission. His vision includes fostering industry innovation, promoting sustainability, and advocating for the advancement of tire recycling initiatives from an emerging company's perspective.



**TONY TUMBLIN – TECH International, Inman, SC**

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

Tony Tumblin, Strategic Account Manager - North America for TECH International, brings a wealth of experience and achievements in the tire industry. With 14 years at Michelin, encompassing roles in both new tire and retread divisions, Tony's expertise is multifaceted. His notable contributions include the development of tracking software for retreading operations, demonstrating his commitment to innovation and efficiency. Tony's problem-solving abilities are evidenced by his collaborative work with tire manufacturers on various issues such as tire repair and failure analysis. His involvement as the TRMG Secretary and a Board Member of TRIB highlights his dedication to industry advocacy and leadership. With a passion for helping others achieve their goals and a commitment to driving the objectives of TIA forward, Tony is looking to make significant contributions to the tire industry.



**MICHAEL WELCH OBE – Treadsy & Tirebuyer, Huntersville, NC**

*Dealer | Retail*

Michael Welch OBE is a distinguished figure in both the tire industry and philanthropy, serving as the President & CEO of Treadsy and Tirebuyer. With over 25 years of experience, Michael's journey began as a tire installer at 16 and has since evolved into leading one of America's largest online tire retailers. During Michael's career he has founded and sold three separate companies. Michael indicates he is passionate about customer-centric solutions and strives to disrupt and elevate the industry by providing convenience, choice, and value for partners and consumers alike. Beyond business, he is deeply committed to giving back to the community, exemplified through The Welch Trust, which supports causes like adoption, fostering, and children's health & education. Michael's contributions have earned him prestigious accolades, including an OBE, an honorary Doctor of Enterprise, from HRH Queen Elizabeth for his services to business and charitable endeavors. Michael is looking to leverage his expertise to support the development of all aspects of the US tire market, drawing upon his extensive global industry knowledge and commitment to excellence.