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AUTO CARE ASSOCIATION

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# MarComm Committee

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## 2023 IMPACT Award Nomination Packet

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IMPACT AWARD

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Independence drives us.

# IMPACT Awards Four for the Future

The **Auto Care Association Impact Award: Four for the Future** award annually recognizes four people under the age of 40 who have made remarkable contributions within the auto care industry. These individuals have achieved success within their organizations through professionalism, hard work, dedication, and remarkable abilities. They are shining stars, examples for others and exemplary representatives of our industry. The awards are presented and managed by the association's [Marketing and Communications committee](#) and the [Young Auto Care Network Group \(YANG\)](#).

## Nomination Criteria

A strong nominee is someone who has...

- Made remarkable contributions within the auto care industry
- Achieved success within their organizations through professionalism, hard work, dedication, and remarkable abilities
- Consistently been an example for others and is an exemplary representative for our industry
- An Auto Care Association member (if your company is a member, you are a member!)*

**Thank you for voting!**

# Autumn Lamb

## Marketing Manager, GSP North America



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" I believe I am a strong candidate for the Impact Award due to my dedication and passion for making a difference. I have always actively sought opportunities to get involved in extra initiatives, such as organizing team building events internally or finding ways to build valuable connections outside my organization.

Even small actions can have a significant impact when approached with dedication, passion, and a positive mindset. I am a strong believer in that. While the automotive industry was not initially my intended path, I am grateful for the opportunities it has provided me and how it has transformed my world.

Currently, I am a marketing manager that oversees several divisions of GSP (North America, Latin America, and GSPXTV). Additionally, I am actively involved in CAWA's Manufacturers Advisory Council, serves as the Co-chair on the leadership council for Women in Auto Care, and participates in YANG events whenever possible. I strongly believe in the importance of going beyond work and engaging with the industry to foster growth, collaboration, and support among professionals.

Having spent seven years in the automotive aftermarket industry and being under the age of 30, I still consider myself a learner with much to discover. I am grateful for the network and connections I have built within this industry, as they have played a crucial role in my professional journey. As a result, I want to continue to give back to others, as I recognize the invaluable help and support, I have received from my industry friends.

Participating in these associations, I strive to enhance our core strengths, develop effective strategies, and leverage/development resources. It is a fulfilling feeling, knowing that I am building a foundation for future impact and positive change. We are shaping a better tomorrow. Paying it forward is a principle I strongly believe in. Our industry is constantly evolving, and future generations rely on leaders like us to guide and empower them."

### Industry Involvement

- CAWA Advisory Council
- WiAC, Co-Chair Leadership Council
- YANG Member

# Chelsea Scally

Associate Director, Global Mobility, S&P Global



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“ I have made it my mission to leave the Automotive Aftermarket a bit better each day than the last. I've spent many years of my career devoting efforts to improving the standards, creating better content and growing a better understanding of the catalog journey for the betterment of the industry, The Auto Care organization has given me the opportunity to truly connect and give back to this incredible community to more ways than one. Most notably has been my recent honor of serving as the ACPN Chair for this year's 50th Anniversary. I've been granted the good fortune to work alongside an exceptional committee of leaders within the Auto Care community to bring the best educational, inspirational and relative content to today's industry experts. Without the help of the Auto Care organization, none of this would be possible. I believe I am putting an honest effort into impacting the Aftermarket in one way or another and hope to be considered for such an honorable award. ”

## Industry Involvement

- ACPN Committee Chair
- YANG Member
- YANG Mentee Participant
- WiAC Member
- WiAC Champion Participant
- Honorary TSC Committee Member

# Christopher Messer

Vice President, Group Publisher, Endeavor Business Media



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“ Chris started as an inside salesperson for 10 Missions Media in 2007 and advanced to the level of VP and Publisher overseeing that the company's portfolio of automotive aftermarket media brands, including launching several very successful industry events. His passion for making the company's customers successful was something he instilled on everyone who worked for him. He has worked very hard to connect industry buyers and sellers together so that each can receive the benefits. When Endeavor Business Media bought 10 Missions in June 2022, they recognized Chris' talents and immediately made him the VP of the company's Vehicle Repair Group that includes nine leading industry publications and events. While Chris enjoys being in the background, he deserves recognition because he has helped make so many other people in the aftermarket successful. ”

## Industry Involvement

- ACA Marcom Committee
- NASTF Communications Team

# Cynthia Talamantes

## Creative Director, Sales & Marketing, Global Parts Distributors



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“ It is with great pleasure to write this letter regarding my request that my colleague, Cynthia (Cindy) Talamantes, be considered for the Auto Care Association 4 for the future impact award. I have worked with Cindy as her direct supervisor over the past three years. Since day one, Cynthia has proven herself a worthwhile asset for our company. I personally admire her integrity, intelligence, and strong work ethic. She is the poster child for the future of our association.

Initially hired as our Sales and Marketing Assistant she has grown way past that position and is now our Creative Director of Sales and Marketing. Cindy has helped us transform our marketing into a much revered and well-respected department from our customers and corporate parent. Paired with an eagerness to learn, her marketing talents have greatly improved the content, quality, and cohesiveness of our print and digital publications. She has taken the initiative to learn all aspects of the automotive air conditioning industry, generative complex technical information, drawn from her own experience and that of the team around her and the service manager at our shop, Auto Air of Macon. In addition to excellent copywriting and communication skills, Cindy has proven to be a talented videographer. She took the initiative to curate, film, and edit technical videos for our social media channels and developed an internal training program for our customers that cover over 50 detailed technical and specialized training videos, as well as coordinate onsite training. To date our YouTube channel, @globalpartsdist, has gotten over 579,1000 total views with a higher percentage of women watching and for longer than males. This is just one example of her proven knack for design, marketing, and communication.

In five short years, Cynthia's talents have been recognized and sought by senior leadership across our organization. Today, she sits on the national Auto Care Association's Marketing and Communications council and Central Georgia Technical College's Automotive Technology Advisory Committee as Chairwoman.

Cynthia is a very rare find. She has not only made our marketing world class but has also established herself as a resource across our organization, and across our industry.”

“ I am delighted to provide this letter of recommendation for Cynthia Talamantes to support their nomination for the Auto Care Association's 4 for the Future Award. As CEO of Omega Holdings, I have had nothing but great things told to me about Cynthia and nothing but great things to say about Cynthia. Cynthia is an outstanding performer within our organization, and I see great potential for her future in their field. I am pleased to see Cynthia rise through the ranks at Global Parts Distributors (gpd), a subsidiary of Omega Holdings. She has shown herself to be adaptable, exceptionally talented, and a resource to many across our organization. I continue to be impressed by Cynthia's technical knowledge and mastery of communication for our customer segments. I applaud Cynthia's effort to go above and beyond within our organization and in volunteer positions with the Auto Care Association and local Middle Georgia Technical College System.

Cynthia is an exemplar young professional and advocate for the automotive aftermarket and highly deserving candidate for the Auto Care Association's 4 or the Future Award.”



# Cynthia Talamantes, continued

Creative Director, Sales & Marketing, Global Parts Distributors

## Industry Involvement

- ACA Marcom Committee
- Past YANG Committee Member
- Chair of Central Georgia Technical College
- Central Georgia Automotive Advisory Council

# Dru Soni

Product & Technical Documentation Manager, Old World Industries, Inc.



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“ Dru is constantly working to understand the dynamic Autocare standards that are published and he works with all the retails for OWI to ensure that OWI data is up to date and delivers the best content that the market is looking for. He also works to submit changes and additions to the ACA tables as frequently as possible while bring up any potential questions and concerns that should be addressed. Using the ACA templet for new vehicle or additions or changes that needs to be made for the greater good of the industry. He works hard to up hold honesty and integrity for OWI and Autocare and all its receivers/customers. Old World Ind. was for the longest time using excel documents to manage the catalog and now we have switched over to using software companies that allow OWI data content to be in the digital age in the last 5 yrs. OWI data was divided up where Technical would manage ACES and Marketing would manage PIES. Dru single handedly has created a process for single source of truth.”

## Industry Involvement

- ACPN



# John Pacey

## Vice President, Purchasing, National Auto Parts Warehouse

“John Pacey is vice president of operations and e-commerce at NPW Companies, a Bumper to Bumper affiliate of the Aftermarket Auto Parts Alliance, Inc. NPW is headquartered in Miami, Florida. Pacey was born and raised in the automotive industry and has worked in almost every area of the business over the last 15 years. With this knowledge, he has been able to better understand the daily hurdles encountered across all departments and the intertwining of each. His extensive experience has enabled him to successfully improve operational efficiencies while subsequently improving the delivery of service to NPW’s customers.”

# Jonathan Clements

## Product Manager, Experian Automotive



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“NOW HEAR THIS! NOW HEAR THIS! I am proud to nominate Jon Clements AAP, Northwood graduate class of '12 - BA Automotive Aftermarket Management, as an Impact Award: Four for the Future award recipient. This award is overdue for Mr. Clements based on his years of service to the aftermarket industry. Jon served diligently on the YANG committee for several years, he continues to serve YANG as an active member by hosting local events as well as attending YANG Leadership Conferences. Jon is also a supporter of ACPAC (Auto Care Political Action Committee). Outside of the industry, Jon volunteers as the Chief Technical Officer for Paws & Think Detroit, a Metro Detroit based canine rescue group responsible for finding foster and permanent homes for lost and abandoned dogs. Jon cares about the future of our industry. He cares about his local committee. We, the industry, can take care of Jon by thanking him with an Impact Award.”

“Jon has been instrumental to YANG's continued success in his involvement and when he was on the council. He has demonstrated an innate ability to move the YANG agenda forward.”

### Industry Involvement

- YANG Member
- YANG Council Member
  - July 2018 - June 2021
- ACPAC Contributor

# Jonny Dykstra

Product Manager, Auto Wares Inc.



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“Less than a decade out of college, Auto-Wares Group of Companies Product Manager Jonny Dykstra has quickly become a rising star both at Auto-Wares and within the automotive aftermarket. Dykstra joined the industry nearly 15 years ago as a sales parts specialist at Kenowa Auto Supply, a premier West Michigan wholesale and retail auto parts supplier and one of the largest automotive body shop suppliers in the state. He remained there for over six years while simultaneously working toward his double major in business management and marketing at Grand Valley State University. He has continued his aftermarket education through many courses, and he earned his Import Parts Specialist certification from the Auto Care Association in 2016. He joined the Auto-Wares Group in 2013 as a marketing specialist, was promoted to general manager – foreign parts specialists in 2016, and was named product manager at the start of 2021.”

## Industry Involvement

- YANG Member
- Import Parts Specialist Certification, ACA, 2016

# Joseph DeLorme

## Director, Product Management, Dorman Products Inc.



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“Joe has been an automotive enthusiast since his first job at a local Exxon at the age of 15. Joe then transitioned to working at a local Pep Boys and AutoZone through out high school and college. After college he earned a position at CARDONE as a Product Manager and promoted to Sr. Product Manager. While at CARDONE Joe was recognized twice for an "Extra Mile" award. From there Joe moved to Dorman where he was quickly promoted to Director of Product Management. During his time at Dorman Joe introduced a turbo accessory product line that has grown at a rate of 47%. Additionally, product categories under his leadership have grown 24%, new parts with in those categories growing at a rate of 64%. When looking at the qualifications for a nominee, the new parts and growth of existing categories are demonstrating the parts that were launched are making an impact and helping the market repair and maintain their vehicles. Additionally, the awards and promotion show he is an example for others.”

“Joe lives and breathes automotive. He has a passion that has been driving change within and outside of Dorman. His industry experience and passion for people shows why people are so inclined to listen to him when he speaks and to follow his direction. Joe balances industry and personal goals while being the definition of servant leadership.”

“Extensive automotive expertise and has been involved in the industry for a very long time. He is a genuine good guy and takes his role at Dorman Products seriously. Leads the group that I support with passion and is interested in making a positive impact inside and outside of the company.”

“It is my pleasure to nominate Joe DeLorme for a 4 For the Future Impact award. Joe is a massive supporter of the automotive aftermarket. He is a Leadership 2.0 grad; ACPAC contributor; AACF donor; Women in Auto Care support and serves on their judging panel; is a Right to Repair advocate; a UofA Coffee Club donor; an active YANG member and serves on their Council. If Joe ain't out taking care of his customers, then he is serving to make our industry better for all!”

“Joe has demonstrated exceptional dedication, leadership, and involvement within the industry, making him a deserving candidate for this prestigious recognition. Joe's commitment to the industry is evident through his active participation in the Young Auto Care Network Group (YANG). He has been a dedicated member of YANG since 2017 and currently serves as a Council Member, entering his second year of service. Joe's involvement in YANG goes beyond mere membership, as he has attended and hosted regional meet-ups, organized and moderated a Young Professional Series, and actively participated in the YANG Leadership Conference. In fact, Joe's expertise and insights were recognized when he was invited to moderate a panel discussion at the YANG Leadership Conference, further showcasing his leadership skills and industry knowledge.”

“In an industry that relies on both innovation and experience, Joe has been at the forefront of the automotive aftermarket. With his experience in the industry starting in high school and continuing today, he's gathered knowledge that is shaping the aftermarket for the better. Too few people have shop experience that allows them to fully understand the automotive industry. However, Joe is able to combine his experiences to make the automotive aftermarket benefit everyone in the process. With Right to Repair in contention, Joe has gone above and beyond to advocate for the aftermarket and inspired others to do the same. In product management, he develops products that technicians want to work with, and that are a great representation of the aftermarket.”

# Joseph DeLorme, continued

## Director, Product Management, Dorman Products Inc.

“Joe demonstrates a love and passion for the automotive industry, which started as a kid tinkering in the garage with his dad, and continues now both in his professional pursuits and his hobbies and personal interests. Joe started in the automotive industry as a teenager at a local service station, later working in automotive retail stores like AutoZone, before moving to the corporate side of aftermarket at Cardone and now Dorman where he is Director of Product Management. I can personally attest that Joe is driven by delivering for people - whether that is by delivering quality and value to customers, providing mentorship and leadership to his team, by collaborating across the organization, or delivering results for the company. Joe would definitely say he puts people first by being a servant leader, supporting his team’s growth and development, and tailoring his approach to the needs of each individual, not a one size fits all. This same approach and commitment is present when delivering value to customers and industry partners. Joe has served on the YANG Advisory Committee to continue to better our industry for the next generation of leaders, and he is an advocate for Right to Repair throughout our industry and community. He consistently sets a positive example for others and is a great representative of the present and future of the automotive industry.”

“Joe has demonstrated exceptional dedication, leadership, and involvement within the industry, making him a deserving candidate for this prestigious recognition. Joe's commitment to the industry is evident through his active participation in the Young Auto Care Network Group (YANG). He has been a dedicated member of YANG since 2017 and currently serves as a Council Member, entering his second year of service. Joe's involvement in YANG goes beyond mere membership, as he has attended and hosted regional meet-ups, organized and moderated a Young Professional Series, and actively participated in the YANG Leadership Conference. In fact, Joe's expertise and insights were recognized when he was invited to moderate a panel discussion at the YANG Leadership Conference, further showcasing his leadership skills and industry knowledge.”

“Joe does an enormous amount of work for the industry whether through yang, Autocare, Dorman etc. He is always working towards mentoring, promoting and educating younger industry members and is always doing it with the greatest most positive attitude. He has also been a very strong advocate for the right to repair and also the repair act. I couldn't think of anyone more deserving for this award than Joseph.”

## Industry Involvement

- YANG Member
- YANG Council Member
- Market Intelligence Committee Guest
- Pursuing Northwood University AAP Designation, expected completion 2024
- ACPAC Contributor
- AACF Donor
- WiAC Judging Panel
- Right to Repair Advocate

# Kenneth Bridges

## Market Manager, VIP Tires and Service



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“Kenny Bridges has been involved in the automotive aftermarket for over 10 years. He is currently a District Manager with VIP Tires & Service and has developed his team leading to multiple direct reports being promoted. Kenny has 12 licenses and certifications including ASE World Class Tech. His commitment to continued education and sharing what he has learned with others has set him apart as a leader in our industry. Kenny is also a supporter of ACPAC and Right to Repair. He leverages his LinkedIn network to share information to keep his peers informed on what is happening in this space. He also serves on the Auto Care Association YANG Advisory Council and has taken lead on the mentorship program in July 2023. Kenny has a proven track record with his results, commitment to the industry and desire to help recruit people into our industry.”

### Industry Involvement

- ASE World Class Tech
- ACPAC Supporter
- Right to Repair Supporter
- YANG Advisory Council
- YANG Mentor Program

# Kerry Pryor

## Senior Marketing Manager, Advance Auto Parts



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“ For Kerry Pryor, it’s hardly a surprise her career has led her to the role of senior marketing manager for Advance Auto Parts and its TechNet professional program, which provides business solutions for independent repair shop owners. The daughter of a mechanic who built a successful business restoring automobiles, Kerry’s first experience working on cars was when she and her dad restored her 1973 Cougar XR7 while she was in high school. Equally as impactful to her current position are the eight years Kerry spent managing multiple Designer Shoe Warehouse locations where she led staffs of up to 50 people per location and consistently earned sales and customer service accolades. Kerry credits that experience with opening her eyes to the value of frontline teams, the importance of brand building to set a business apart and the critical need to connect with customers on a deeper, more personal level to drive loyalty. These are the very same things Kerry strives to help thousands of independent TechNet repair shop owners do every day.

Since joining Advance, Kerry has established herself as a critical resource for the 16,500+ TechNet Members. Since her first day on the job, her goal has been simple – find ways to help these small business owners stay competitive in a rapidly changing marketplace. To accomplish this, Kerry focuses on three core responsibilities:

- Build the TechNet brand and make its network of shops synonymous with exceptional customer service. From signage to promotional campaigns to training and support, Kerry strives to differentiate and demonstrate the value of the TechNet brand to both shop owners and their motorists.
- Develop digital strategies to foster connection between TechNet owners and their customers. Kerry has grown the TechNet private Facebook group to nearly 3,500 since launching this Member resource several years ago, providing a venue where shop owners can connect with their peers, share best practices and ideas and tackle opportunities together. In addition, she has created a library of ready-to-go social content, along with insightful training courses, to help owners reach existing customers and inspire new ones to seek out their services.
- Help TechNet shops serve their communities in meaningful ways. Kerry leads TechNet’s annual fundraiser for Brakes for Breasts, a nonprofit which offers motorists the chance to give or get a rebate on brakes to support the Cleveland Clinic’s Breast Cancer Vaccine Research Fund. The funds raised have helped the Cleveland Clinic’s vaccine candidate enter phase 1 trials. At the same time, it’s a great opportunity for TechNet business owners to drive and support an important cause in their local communities.

Kerry’s results speak for themselves. In 2022 alone, her work helped drive an almost 11% increase in new TechNet Member subscriptions and more than 6% increase in sales in this important segment. The marketing campaigns Kerry created drove incremental sales in key categories including batteries and brakes, while driving over 7,000 consumers each week to seek out a TechNet shop online, a 40% increase in online traffic YOY. Finally, Kerry’s leadership in rallying TechNet shop owners to support Brakes for Breasts helped the nonprofit accomplish a major fundraising milestone – more than \$1 million in donations since its founding in 2010. This year will mark TechNet’s fifth-annual Brakes for Breasts campaign.

Beyond her core job responsibilities, Kerry has quickly established herself as someone who embodies Advance’s values and contributes to the company culture and to the aftermarket. She is active in the Women in Motion Network, one of seven Team Member Networks at Advance. Outside of Advance, Kerry serves on the national leadership cabinet for the TechForce Foundation, a 501(C)(3) nonprofit which helps educate and train the next generation of automotive technicians. She also participates within the Auto Care Association’s marketing and communications committee, where her group increases awareness around the benefits of being an ACA member while marketing the ACA to internal and external audiences.”

“ Kerry has had a tremendous impact on our team culture and her TechNet customers,” says Jason McDonell, Advance’s executive vice president of merchandising, marketing and e-commerce, of Kerry’s accomplishments. “She brings great skill, professional maturity and passion to her work, always drawing on her past experiences, the relationships she has forged with her colleagues and external partners and her industry knowledge. Her contributions are many and the work she is doing not only benefits Advance, it raises the bar for our industry.”



# Kerry Pryor, continued

## Senior Marketing Manager, Advance Auto Parts

### Industry Involvement

- ACA Marcomm Committee
- TechForce Foundation National Leadership Council
- WIAC Automotive Communications Award Winner, 2022, Best B2C Campaign
- Aftermarket News, 2022, Women at the Wheel Honoree
- YANG Member
- Women In Auto Care Member
- Women in Motion Network Mentor Program



# Kevin Martin

Data Steward, AutoZone Inc.



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“ I should be considered for the Impact Award due to my extensive contributions to the Autocare standard over the past two years. By collaborating with AutoZone customers, fellow content co-workers, AutoZone Vendors and Autocare Association personnel, I have submitted and successfully implemented significant changes within the Autocare PIES/PAdb standard that universally benefit the industry. The submissions or "change requests" for the standard are driven not only by AutoZone's needs, but also by the industry's need for more standardized attributes. These attributes are critical to the success of retailers, wholesale distributors, manufacturers but most importantly the customers of our industry. By focusing on customer satisfaction and shopping experience, these changes help ensure that the automotive aftermarket customer is experiencing a better shopping experience with fewer returns and higher confidence when making purchases.”

## Industry Involvement

- ACPN PIES Workgroup

# Kylie Hirko

Vice President, Group Publisher, Endeavor Business Media



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“Kylie embodies exceptional leadership qualities, consistently striving to foster a work environment characterized by compassion and benevolence. Overcoming the inherent challenges of maintaining unity across geographically dispersed teams, she diligently endeavors to cultivate an organizational culture that attracts and retains talent. Kylie's amiable disposition extends not only to her esteemed workforce, but also to esteemed clientele and industry peers alike. It is no wonder that her presence is eagerly sought after at gatherings, with inquiries abound regarding her well-being and attendance. Remarkably adept at engendering inclusivity and instilling a sense of significance in others, Kylie possesses a remarkable ability to engage in meaningful conversations and forge mutually beneficial collaborations.”

“Hirko brings her extensive industry knowledge of the automotive aftermarket, which includes a strong understanding of automotive tools and equipment, and how to most effectively market those tools. Having spent seven years as the West coast multimedia representative for PTEN, Professional Distributor, Fleet Maintenance and the publications' official website, VehicleServicePros.com, she has built key business relationships with manufacturers, distributors, and associations in the automotive aftermarket. Hirko's experience and industry knowledge will provide value to all aspects of the magazines.”

## Industry Involvement

- YANG Member
- Women In Auto Care Member

# Matt Hellmann

## Director of Category Management, Tools & Equipment, Genuine Parts/NAPA



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“ Our industry is one that needs to continue to recognize young talent and to encourage them to get involved at all levels. Matt Hellmann is a young professional who is already a leader and he has the ability and the desire to work hard to produce results. He is the Director of Category Management for Clore Automotive and I have had the pleasure of working with him to develop programs, promotions, and products for NAPA! He is aggressive and professional, in all aspects of his job performance! I have been in our industry since 1970 and I consider Matt to be one of the finest individuals I have had the pleasure of working with, and it is an honor to nominate him for this award! Thank you Jack Felty President Automotive Direct Link, LLC “

“ Matt worked for Genuine parts company in category management and for me for a number of those years. He is a highly energetic young professional with a desire to learn and a positive attitude. He embraced all challenges presented to him and sought out additional educational opportunities during his tenure at GPC. He represents himself, the industry, and his generation of professionals in a positive light. “

“ I worked with Matt when he was the Sr. Product Manager for T&E at NAPA. He did an outstanding job of understanding and anticipating a changing market. He successfully navigated the internal and external political waters. Matt successfully lead his team, both internal and external, to sales growth! Matt is now the Director of Category Management at Clore and is continuing to both advance his career and lead his team at Clore to growth. Additionally, Matt has taken the initiative to earn his AAP certification from the University of the Aftermarket. “

“ I have known Matt from YANG for multiple years and he always showed initiative and involvement in the industry. I have been mentoring Matt through YANG Mentorship program for the past year and he continued to show the same rapport and understanding of the industry. He continues to impress me as a young leader and I think he has a great future ahead of him. He has been involved with multiple industry organizations including Northwood, Tools and Equipment Committee, and YANG. “

“ Have been in this industry since 2015 with a 9-month stint outside of this industry before coming back. Have a passion for this industry. Have made and continue to make friends and business relationships in this industry. Have been a mentor to many and currently have my own mentor through YANG. Have provided letters of recommendations for colleagues in this industry. Have been fortunate to work myself up to Director of Category Management within two companies and have earned multiple awards/certifications throughout my career in this industry. “

# Matt Hellmann, continued

Director of Category Management, Tools & Equipment, Genuine Parts/NAPA

## Industry Involvement

- ACA Tools & Equipment Committee Member
- AAP Certification, Northwood University, 2020
- CPCA Certification, 2021
- SEMA 35 Under 35 Honoree, 2021
- City Refuge Volunteer

# Melissa Petrucelli

Manager, Process Improvement, AutoZone Inc.



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“Melissa has been an unbelievable add to the YANG council. In a short year, she has taken on the lead of some key activities. Her support of the industry and policy of keeping the customer at the center of each decision has shown. She's a strong individual who may appear quiet, but steps up loud and proud when it comes to driving important initiatives forward. Melissa has supported bridging more of the AZ team into activities within Autocare through conference participation and leadership days. Melissa is much deserving of this award - because she is a key part of the future of this industry. It will be people like her who think outside of the box that help guide the aftermarket to solve the problems of change and growth across all supply chain levels.”

## Industry Involvement

- YANG Council Chair
- YANG Mentee Participant
- AutoZone Mentee Program

# Michael Hellenberg

Technical Director, Auto Wares Inc.



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“ I have been involved with the industry for almost 21 years. YANG has been part of my career/life since its inception. I graduated from Northwood University in 2017 with a BBA in Business Management (Automotive Aftermarket) and since then, my thirst for continuous education and giving back has grown immensely. Just recently, I finished my term on the YANG council and plan to join other councils in the future. One of my goals is to be a part of the future of the automotive aftermarket, so being on councils, attending industry events and giving back is crucial to reaching this goal. This award would put all the hard work over the past 21 years into perspective and a constant reminder that hard work pays off. The past (and future) winners are an elite group of individuals. Peer recognition is the highest honor that one can achieve.”

## Industry Involvement

- YANG Council Member
- YANG Member
- Northwood University
- International Auto Show, Sponsor Promoting YANG

# Michael Wamsley

Regional Manager, N.A. Williams Company



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“Mike Wamsley was promoted to Director of Sales for the Southeastern Region in October and is a rising star among our incredibly talented team at N.A. Williams. Today he is primarily responsible for working with Marubeni (XL / TPH) and has impressed me with his professionalism, attention to detail, and understanding of our business since I started with the company last year. Mike is an inclusive leader who uses data and insights to develop strategies that drive results in the field. He provides an example of hard work, dedication, and positivity within our industry that merits recognition. Over the years he has become more and more involved with Auto Care and will hopefully join the Rep Council this cycle. Outside of his work for N.A. Williams, he is involved in his community in Florida and is a loving dad to an 8- and 5-year-old.”

## Industry Involvement

- YANG Member

# Nick Przybylowski

Director of Traditional Sales & Marketing, Eastern Warehouse Distributors, Inc.



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“ Nick is the 4th generation of an over the road aftermarket family. Nicks great-grandfather ran & owned a commercial radiator/spring shop in the city of Philadelphia called "Superior Spring Company". Stemming from that Nick's grandfather started Supco Automotive parts, a traditional 3-step WD serving the greater Philadelphia marketplace and parts of New Jersey. Nick cut his teeth as a teenager sweeping floors, putting away parts and eventually moving up to more operational responsibilities. Nick has served in several aspects of the automotive aftermarket from WD to Jobber to retailer and back to Traditional WD throughout his career. This industry has always served his family well and the passion for automotive parts sales is just in his blood. Nick holds a certificate of completion for Northwood's Leadership 2.0 program and continues to hone his sales & management skills.”

## Industry Involvement

- Aftermarket Alliance Strategic Committee Member: Sales & Marketing
- Aftermarket Alliance Strategic Committee Member: National Accounts



# Robert Cavanagh

Senior Product Manager, AP Emissions Technologies, Inc.



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“Overall, I am a lifelong enthusiast who grew up helping my dad tinker in the garage and it developed a passion for all things automotive. I am a dedicated industry professional who takes pride in setting the standard for how work should be done, and I have been a driving force in my company, pushing the development timeline of catalytic converters and improving speed to market.

Professional Accomplishments:

- Spearheaded company-wide modernization of the product development process by creating an innovative development database and project tracking system incorporating 177 data points per part
- Streamlined team workflow and management of projects resulting in a 12% increase in team output
- Refreshed & modernized marketing distribution system causing click rate & customer interaction to excel by 32%.”

## Industry Involvement

- ACA
- ACPN
- YANG
- SEMA
- SEMA Future Leaders Network
- Project Management Institute
- PMI Delaware Valley Chapter

# Sam Russo

## Engineering Manager, Product MDM, Genuine Parts/NAPA



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“ Sam is one of the newest member to the Technology Standards Committee but has already begun to make quite an impact. Sam's love and enthusiasm for the aftermarket industry is truly something you have to witness to truly understand. She's consistently striving to do better, be better and working smarter to get this industry the attention it deserves. While she's not busy working tirelessly behind the scenes of the Auto Care organization, she's running a repair shop with her husband because her love for wrenching cars knows no bounds. Sam is a true believer in this industry and while she may be new to the spotlight (I quiet literally witnessed her first time on stage at the TSC meeting), she's always been behind the scenes encouraging those who better this industry. Sam is an excellent example of someone who is making an impact on our industry one day at a time and deserves the recognition of her peers as she grows into an exceptional leader to watch! ”

“ Sam lives and breaths the aftermarket. Not only is she leading a major digital transformation effort at GPC, she also is a member of the Technology Standards Committee leading change for the industry. All while also running an auto shop with husband. Her passion for this industry is unmatched, but often goes unappreciated as most of her contributions are “behind the scenes”. She relentlessly strives for us all to do better together. Most notably pulling together other major data receivers to start agreeing on some data governance to benefit the whole ecosystem. If this wasn't enough, Sam does everything in her power to help everyone in her reach to grow. If you report to her, she is your mentor and coach. GPC has recognized her talents and she now mentors other outside her team. Sam is the type of person this award is about. She has been working in the background for the industry, mostly unrecognized, 2023 is her year to shine and be recognized by her peers! ”

“ Sam Russo is a true leader in the automotive data industry. With over 18 years of experience in the field, she has a deep understanding of the challenges and opportunities facing businesses in this space. She is also a passionate advocate for using data to improve the automotive aftermarket. Sam's vision for the future of the automotive data industry is to merge her passion for cars with a love of data and IT, and use these skills to revolutionize the way businesses operate. She believes that data can be used to improve everything from product development to customer service, and she is committed to using her skills to make a positive impact on the industry. Sam is a natural leader with a gift for motivating and inspiring others. She is also a highly skilled data manager with a proven track record of success. In her previous role at Omix-ADA, she was responsible for managing the company's product catalog. Within three months, she helped the company achieve Platinum Status. ”

“ Sam has practically "grown up" in the automotive aftermarket. She is a true automotive enthusiast and regularly works on "project cars" for racing and shows. Sam's "hands on" parts knowledge helped her in understanding the need to improve automotive data. Sam also has superior technical skills, and achieved her MS in IT. All of these skills are applied in her job, and she shares her knowledge openly in Autocare committee and workgroup participation. Sam has contributed immensely by suggesting new approaches and practical solutions to managing data and improving processes. Sam is truly a rising star in the automotive aftermarket! ”

“ Sam is a very dedicated and passionate individual who has made great contributions to Autocare and the automotive industry. ”



# Sam Russo, continued

Engineering Manager, Product MDM, Genuine Parts/NAPA

## Industry Involvement

- ACPN
- TSC
- PIES Workgroup
- ACES Workgroup
- YANG Member
- WiAC Member

# Shawn Senior

President, Eastern Warehouse Distributors, Inc.



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“Throughout the past decade, Eastern Warehouse Distributors’ Chief Operating Officer Shawn Senior has become a strong industry leader and advocate. He is an effective COO, an analytical thinker, an inventory management expert, and a passionate supporter of the aftermarket. Shawn has risen to great heights early in his career because of his astute and conscientious decision making, and since 2022 has been a Board of Director member for the Aftermarket Auto Parts Alliance, Inc. joining industry legends in providing direction to the members of the Alliance. Shawn Senior is an active member of the Autocare Association, is involved in YANG, and regularly attends Leadership Days Conferences and Auto Care Connect. In his role as COO, Senior manages both daily operations and big-picture scope and strategy. Eastern Warehouse Distributors, which services Pennsylvania and New Jersey, is dominant in its marketplace. The locally-owned and -operated company takes pride in a wide selection of quality.”

## Industry Involvement

- Aftermarket Parts Alliance Board of Directors
- YANG Member

# Sheila Sarkozi

Marketing Manager, Partner Content, RepairPal Inc.



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“Sheila has been in the industry for over 10 years. She is a part of YANG and the Automotive Communications Board. She is a positive light in the industry- always looking for ways to highlight what's right in the industry. She is always willing to try new things and ask for advice when she needs it. She has a very bright future in the automotive industry.”

“As I tell her often, Sheila isn't just a star - she is a whole planet. She devotes her life to this industry and making it a more positive place. She is a social media champion and volunteer with Women In Auto Care. She is an active member of Yang, and has spoken at Yang events. She is a Marketing Manager for our many automotive industry partnerships at RepairPal, and in this role she markets RepairPal in the industry and on social media and also plays a role in our consumer marketing. She consistently volunteers with many different automotive organizations, including ACC and others. She is also open and vocal about how drug abuse has impacted her family, as she has lost her siblings due to addiction, and she speaks and volunteers to help people on their sobriety journeys. She is an incredible, lit up human being with a lot to share with the world and we are lucky to have her at our company and in this industry.”

## Industry Involvement

- YANG Member
- WiAC Automotive Communications Board

# Stefan Feder

Head of WD Channel, Continental ContiTech



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“ I have had the opportunity to work directly with Stefan since January 2021, when I joined ContiTech Aftermarket. During this timeframe I have witnessed Stefan’s great leadership skills as he moved from a Key Account Management function to leading the entire WD Channel for ContiTech’s Aftermarket business in US & Canada. In addition to leading the Field Sales Force reorganization to a more customer centric approach, Stefan has been involved in multiple internal projects, all while continuously working to improve our customer relationships and as well as being active in the overall Aftermarket community. Stefan recently participated in the inaugural Sustainability Committee and has been a steward internally within our organization on this topic as well.”

## Industry Involvement

- ACA Sustainability Committee

# Tanya Hunt

Commercial Project Manager, BBB Industries



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“Tanya is an extremely invested member of the auto care community. As an emerging leader at BBB where she has worked to elevate WiAC and YANG internally, Tanya continues to achieve success. Over the past 2 years she has been a key WiAC champion and even received the prestigious champion of the year award at AAPEX last year. With WiAC, Tanya has spoken at our conference, she has led membership engagement and mentoring, helped develop calendars of events, and is always willing to assist where needed. Tanya also presented at the recent YANG conference.”

## Industry Involvement

- YANG Council
- YANG Member
- WiAC Champion
- WiAC Member

# Tom Vierling

Director, Product Strategy, ETE Reman



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“Having only worked with Tom for a year, I have become quickly impressed with his dedication and energy to his team and the industry. Tom's initial work on the ETE catalog laid the ground work for what it has become today and continues to be the best catalog in the powertrain segment. Tom is always willing to listen to how things can be improved and will provide constructive criticism and work with you to improve both professionally and personally. He is always there to provide ideas and help planning for the future but enjoys letting people craft their own future and do things their way. Additionally, his dedication to the industry with ACPN planning has been nothing short of amazing, considering he still has time to dedicate and push his employees, including myself to get my ACP designation. Tom has a bright future in the aftermarket and is someone to watch and will do great things for this industry, very well deserving.”

## Industry Involvement

- ACPN Executive Committee  
Member Vice-Chair



# Zack Rasmussen

Catalog Manager, ETE Reman



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“To be part of an award that celebrates excellence, leadership, and innovation within our field would be a tremendous honor. Throughout my career, I have consistently demonstrated exceptional achievements and advancements, showcasing my leadership skills, commitment to excellence, and working on contributions to the industry. Primarily focused on Digital Assets and Data Receiver Relationships, I have established a 360° image studio at my current job which has set a standard in the powertrain segment. Additionally, I am constantly focused on ensuring data receivers have the appropriate information necessary to sell our parts and if I am unable to deliver, I will build a case for Auto Care to update their standards for the betterment of everyone.”

## Industry Involvement

- YANG Mentorship Program
- WANG Member
- ACP Designation, ACA, Northwood University
- PIES Description Sections Project
- ACPN Judge

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AUTO CARE ASSOCIATION

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# MarComm Committee

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