



Independence drives us.



Bill Hanvey

President and CEO

Before becoming president and CEO on Dec. 1, 2015, Hanvey served as senior vice president of the Automotive Aftermarket Suppliers Association (AASA) since 2012. At AASA, he managed their headquarters operations while advocating for North American parts manufacturers to the auto care industry, federal and state government agencies, and the business community.

Hanvey has spent his entire 25+ year career in the aftermarket. After earning his bachelor's in mass communications and PR at St. Bonaventure University, Hanvey began his career with extensive field sales experience and increasing management roles at Tenneco Automotive. Hanvey then became marketing director, FleetPride, where he developed and executed a strategic marketing plan integrating 37 separately-owned companies into what is now the largest independent heavy duty parts distributor.

Hanvey went on to become VP, marketing, Dorman Products, Inc., leading creative and data services, trade marketing and product communications, doubling sales of "OE dealer exclusive" parts, automotive hardware and brake parts sold under the Dorman brand. Hanvey then became VP, sales and marketing, Schaeffler Group USA, leading the North American aftermarket team while developing and implementing a new company strategic direction, transitioning its sales and product focus from co-man to direct sales.

Hanvey served as chairman of the Auto Care Association Marketing and Communications Committee from 2009-2012, and has participated in the "Be Car Care Aware" consumer education campaign. As staff liaison for the Brake Manufacturers Council, Hanvey worked with the Auto Care Association on the Memorandum of Understanding (MOU) with the Environmental Protection Agency (EPA) that seeks to reduce the content of copper in brake pads, and also coordinated with the association on the operation of the Automotive Specialty Products Alliance (ASPA).

Hanvey was awarded the Northwood University Educator of the Year Award in 2014, and served as keynote speaker at the 2012 and 2015 Alliance Annual Group meetings and the 2010 and 2014 Babcox Executive Forums. Hanvey served on the board of directors of the Automotive Communications Council in 2008, and participated in the Right Management Executive Training Program in 2011.