



Independence drives us.



## **Richard D. White, MAAP**

Senior Vice President, Communications and Membership

Rich White oversees the marketing/communications, membership department and serves as executive director of the Car Care Council and its “Be Car Care Aware” consumer education campaign.

Before joining the Auto Care Association, White spent 10 years heading the communications program at the National Institute for Automotive Service Excellence (ASE), the world’s largest testing and certification organization. His responsibilities included public relations, publications, marketing, advertising, media relations and motor sports. Prior to joining ASE, he was director of public affairs at the national headquarters of the American Automobile Association.

White holds the Master Automotive Aftermarket Professional (MAAP) designation from the University of the Aftermarket.

Before entering the automotive association world, White was a reporter at newspapers in New York, New Mexico and Texas, and lived and worked in West Africa as a Peace Corps volunteer and training director.