

Image



Chris Barbara

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Chief Merchandising Officer

Image



Chris Barbara is the **Chief Merchandising Officer** at American Tire Distributors (ATD) and focused on aligning the marketing programs and merchandising function with the goal of increased brand visibility for ATD's manufacturer partners in ways that enhance competitiveness for its customers. Since joining ATD in 2022, Barbara has been instrumental in leading our strategic partnerships with leading tire manufacturer and wheels brands.

Barbara has an extensive background working in the replacement tire industry. Prior to joining ATD he spent two decades in leadership roles at Cooper Tire & Rubber Company, Mickey Thompson, and The Goodyear Tire & Rubber Company.

Barbara received his bachelor's degree in business communications and PR from the University of Findlay.

Employed with ATD

2 years

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