

# **ATD Named "Best and Brightest" Companies in the Nation by National Association of Business Resources**

Culture

HUNTERSVILLE, N.C.

[\*\*American Tire Distributors \(ATD\)\*\*](#) announced it has been named one of the Best and Brightest Companies to Work for in the Nation by the National Association for Business Resources.

“We are honored to be named one of the nation’s Best and Brightest companies to work for,” said ATD Chief People and Corporate Affairs Officer, Rebecca Sinclair. “Our ‘people-first’ culture provides a personal approach that allows associates to learn through experiences at their own pace, enabling ATD to attract top talent and create a connected work experience.”

As part of its “people-first” culture, ATD’s Human Resources team incorporates several elements that benefit all associates. These include Continuous Learning and Development programs, a wide range of associate benefits, recognition and recruiting programs and regular communications from the company’s leadership team.

In addition to its benefits plans, ATD has unique programs that support its associates in times of need. In 2022, its associates donated more than \$58,000 to the weCare Associate Relief Fund to support other ATD associates due to short-term illnesses, fire damage to their homes and other unfortunate events.

As part of its Continuous Learning and Development program, ATD launched in 2017 a cloud-based app called spark that delivers microlearning customized to each associate. Spark is built on a personalized learning algorithm that leverages AI and machine learning to build a unique experience for each associate.

The Best and Brightest Companies to Work For in the Nation winners will be honored during the virtual Illuminate Business Summit week in February 2023. During the Illuminate Business Summit, the top 101 highest scoring national winning companies and the Elite awards will also be awarded to the highest winning companies demonstrating exceptional innovative human resource practices and setting high standards for all businesses.

The Elite categories include: Compensation, Benefits and Employee Solutions; Employee Enrichment, Engagement and Retention; Employee Education and Development; Recruitment, Selection and Orientation; Employee Achievement and Recognition; Communication and Shared Vision; Diversity and Inclusion; Work-Life Balance; Community Initiatives; Strategic Company Performance, and the Best of the Best: Small Business, Medium Business, and Large Business.

With more than 20 years of experience conducting the Best and Brightest competitions, the National Association for Business Resources (NABR) has identified numerous best Human Resource practices and provided benchmarking for companies that continue to be leaders in employment standards.

The 2022 Winter National winning companies were assessed by an independent research firm which reviewed a number of key measures relative to other nationally recognized winners. The Best and Brightest Companies to Work For winners are not ranked.

The Best and Brightest Companies to Work For in the Nation offers different timelines of applications throughout the year: spring, summer, fall, and winter. The winter Best and Brightest National program honored 61 winning organizations from across the country out of 400 nominations. So far, the National program honored 506 winning organizations out of a pool of 4,000 nominations this year.

## **About American Tire Distributors**

[American Tire Distributors](#) is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 115 distribution centers serving approximately 80,000 customers across the U.S. The company offers an unsurpassed breadth and depth of inventory, frequent delivery, and value-added services to tire and automotive service customers. American Tire Distributors employs approximately 4,500 associates across its distribution center network. In 2022, the company was recognized as one of Forbes' 2022 America's Best Midsize Employers, America's Top 100 Most Loved Workplace by Newsweek and one of Charlotte's Best and Brightest Companies to Work For® by the National Association for Business Resources.

## **About the Best and Brightest Programs**

The Best and Brightest Companies to Work For® competition identifies and honors organizations that display a commitment to excellence in operations and employee enrichment that lead to increased productivity and financial performance. This competition scores potential winners based on regional data of company performance and a set standard across the nation. This national program celebrates those companies that are making better business, creating richer lives and building a stronger community as a whole. There are numerous regional celebrations throughout the country such as Charlotte, Miami, Denver, Nashville, New York, Pacific Northwest, Atlanta, Boston, Chicago, Dallas, Detroit, Grand Rapids, Houston, Milwaukee, San Diego and San Francisco. Nominations are now being accepted for all programs. Visit [thebestandbrightest.com](http://thebestandbrightest.com) to nominate your organization.

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