# ATD's Rebecca Sinclair Featured on Evanta's The Next Big Question Podcast

Culture Huntersville, N.C.

Rebecca Sinclair, Chief People and Communications Officer at American Tire Distributors (ATD), was a guest on Evanta's The Next Big Question as she and the hosts explored the impact of the digital revolution on corporate culture and what that means for HR Leaders.

Sinclair reflected on what culture means in an organization, shared a roadmap for changing culture in conjunction with digital transformation, and offered insight on reskilling employees to drive business outcomes.

## **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 140 distribution centers, including 25 distribution centers in Canada, serving approximately 80,000 customers across the U.S. and Canada. 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 5,000 associates across its distribution center network, including approximately 800 associates in Canada.

RELATED

More like this



#### **Business**

I September 11, 2024 GSF + ATD: Serving Meals of Gratitude and Presenting... Actor & Humanitarian Gary Sinise, a steadfast supporter of our nation's...



Culture

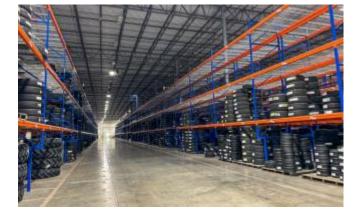
I

September 6, 2024

Behind the Wheel: Celebrating Our Drivers Our drivers keep the heart in our company.

**Read More** 

Image



#### Education

L

August 14, 2024

How to read your tire's size

Reading tire sidewalls can be tricky and confusing. We want to provide you with...



### Business I

September 11, 2024 GSF + ATD: Serving Meals of Gratitude and Presenting... Actor & Humanitarian Gary Sinise, a steadfast supporter of our nation's... Read More Image



Culture I September 6, 2024 Behind the Wheel: Celebrating Our Drivers Our drivers keep the heart in our company.



## Education I August 14, 2024 How to read your tire's size Reading tire sidewalls can be tricky and confusing. We want to provide you with... <u>Read More</u> View all Articles