

Image



**Rebecca Sinclair**

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**Chief People & Corporate Affairs Officer**

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Rebecca Sinclair is the Chief People and Corporate Affairs Officer at American Tire Distributors (ATD), where she is focused on leading the company's people and brand experiences to bring the ATD purpose, vision, values, and brand promise to life for its people, customers, partners and the communities it serves. Sinclair is responsible for connecting and developing ATD's talent across the enterprise to drive its business and cultural transformation.

Since joining the company in 2017, Sinclair has architected a connected culture to better engage its teams, strengthen its recruiting and retention efforts, and positioned the company as an employer of choice through her leadership and strategic vision. She has also been instrumental in the evolution of ATD's corporate and employment brand strategies and visual identity.

## **Quote from —Rebecca Sinclair, Chief People & Corporate Affairs Officer**

Nothing matters more than our people. Our associates make it all happen for our customers and it's up to us to keep our great team of associates engaged, learning, and evolving."

—Rebecca Sinclair, Chief People & Corporate Affairs Officer

Leveraging best-in-class technology, AI and advanced analytics, Sinclair has evolved the associate experience and engineered the next generation of a modern workforce as seen in her commitment to the development of the company's talent and positioning learning as an activator of business transformation and strategy for ATD, its customers, and partners.

Prior to ATD, Sinclair served as the chief human resources officer and executive for some of the world's most recognized brands, including Victoria's Secret, Starbucks, Southeastern Grocers, Hooters LLC, and Clear Channel Media.

Sinclair received her bachelor's degree in interpersonal and rhetorical communications from Iowa State University, an MBA in international business from The University of Texas at Arlington and is a graduate of the University of Oxford Saïd Business School Corporate Affairs Academy.

Employed with ATD

7 years

7 months

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