

**For Immediate Release**

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## **Bridgestone Americas Announces Leadership Changes to Logistics & Supply Chain Group, Off-the-Road Tire Business**

- **Bridget Neal has been promoted to senior vice president, logistics and supply chain management, Bridgestone Americas, and will oversee the company's global supply chain organization.**
- **Rob Seibert succeeds Neal as president of the company's Off-the-Road tire business.**
- **These changes will further strengthen the company's position as a global leader providing sustainable mobility and advanced solutions.**

**NASHVILLE, Tenn. (November 23, 2020)** – [Bridgestone Americas](#) (Bridgestone) today announced leadership changes to drive operational excellence and strengthen the company's position as a global leader providing sustainable mobility and advanced solutions. The following changes take effect December 1, 2020.

Bridget Neal, currently president of the company's Off-the-Road (OTR) tire business in the U.S. and Canada, has been promoted to senior vice president, logistics and supply chain management (LSCM), Bridgestone Americas. In this role, Neal will oversee the company's global supply chain, designing and implementing supply and distribution strategies that enable business growth and improve product cycle time.

Neal joined Bridgestone in 2002 as a supply planning and sourcing engineer. During her 18-year tenure, Neal has served in various roles of increasing responsibility in both LSCM and the company's Commercial Tire organization. She accepted her current role as president of OTR in 2017. Under Neal's leadership, the OTR business achieved record performance and successfully delivered the global launch of MasterCore, a world-class giant mining tire engineered for ultra-high durability. Neal is a graduate of the Georgia Institute of Technology.

"Bridget has a strong background and diverse experience across multiple business units and in various points of our supply chain," said Scott Damon, group president, operations, Bridgestone Americas. "We're excited for her to bring her leadership and end-to-end perspective to LSCM, which will ensure alignment and coordination between businesses and functions."

Rob Seibert, currently executive director, OTR sales, will succeed Neal as president, OTR, U.S. and Canada, Bridgestone Americas. As president, Seibert will have accountability for all aspects of the OTR business, including strategic planning, sales, marketing, engineering and global support. He will also play a key role in developing go-to-market strategies that drive growth for the overall Commercial Group at Bridgestone and support the company's vision to become a sustainable solutions company.

Seibert joined Bridgestone in 2015 and has served in marketing and sales roles of increasing responsibility in the OTR business. Prior to joining Bridgestone, Seibert worked in multiple field and corporate leadership roles at P&H Mining Equipment (Komatsu), and served eight years as an Army Aviation Officer. He has a bachelor's degree from the University of Tennessee at Martin.

"Rob has a strong background in mining and has been instrumental in shaping the go-to-market strategy for the Off-the-Road business for a number of years," said Gabriel Asbun, group president, Americas Tire Business, Bridgestone Americas. "He understands the needs of our domestic and global OTR customers and will continue to enhance our efforts to deliver intelligent products, integrated technologies and best-in-class solutions that meet our customers' needs."

For more company news, visit [BridgestoneAmericas.com](http://BridgestoneAmericas.com).

**About Bridgestone Americas, Inc.:**

*Nashville, Tennessee-based Bridgestone Americas, Inc. is a subsidiary of Bridgestone Corporation, a global leader providing sustainable mobility and advanced solutions. Bridgestone Americas develops, manufactures and markets a diverse portfolio of original equipment and replacement tires, tire-centric solutions, mobility solutions, and other rubber-associated and diversified products that deliver social value and customer value. Guided by its global corporate social responsibility commitment, Our Way to Serve, Bridgestone is dedicated to shaping a sustainable future of mobility and improving the way people move, live, work and play.*

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