

For Immediate Release

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## **Bridgestone Americas Expands Key Leadership Roles under CEO & President Paolo Ferrari to Strengthen Core Tire Business and Accelerate Sustainable Mobility Solutions Strategy**

- **Scott Damon** named Chief Operating Officer, overseeing Core Tire Business, Manufacturing, Logistics & Supply Chain Management (LSCM), Quality and Procurement.
- **Nizar Trigui** to assume expanded role of Chief Technology Officer and Group President, Solutions Businesses, leading the company's Mobility Solutions, IT and Circular Economy operations.
- **Gabriel Asbun** named Group President, Integrated Businesses, a new role that includes leadership of Bridgestone Retail Operations, Firestone Industrial Products and the company's Credit First National Association (CFNA) consumer credit division.
- **Craig Schneider** to serve as Chief Strategy Officer to focus on shaping the company's portfolio and partnership development.

**NASHVILLE, Tenn. (April 30, 2021)** – [Bridgestone Americas](#) (Bridgestone) is expanding several key leadership roles under CEO & President, Paolo Ferrari to strengthen its core tire business and accelerate the execution of its sustainable mobility solutions strategy.

**Scott Damon**, currently Group President, Operations, has been named Chief Operating Officer, Bridgestone Americas. As COO, Damon will have responsibility for the company's Core Tire Business, which includes the original equipment, replacement and retread tire businesses for the Consumer, Commercial Truck and Bus, Off-the-Road (OTR), Ag and Latin America segments. In addition, Damon will retain responsibility for the company's Manufacturing, LSCM, Quality and Procurement functions. This new organizational structure under Damon's leadership will enhance enterprise prioritization by aligning the Core Tire Business directly with the operational functions that support it.

**Nizar Trigui**, Chief Technology Officer, will now serve as Chief Technology Officer and Group President, Solutions Businesses, Bridgestone Americas. In this expanded role, Trigui will have accountability for the company's Mobility Solutions, IT and Circular Economy strategies, in addition to R&D, Technology and all Akron, Ohio-based operations. Aligning sustainability and mobility under Trigui's leadership will create the synergy needed to drive these core strategies and advance the company's digital innovation efforts.

“As Bridgestone continues to grow its efforts in the areas of mobility solutions and sustainability, it is imperative we create the necessary alignment within Bridgestone Americas to effectively realize our goals locally and globally,” said Paolo Ferrari, President and CEO, Bridgestone Americas. “We have built a strong leadership team within Bridgestone Americas, and this new organizational structure strikes the right balance between execution on our core tire business and the further development of our medium and long-term sustainable and mobility solutions platforms.”

To further promote alignment of resources and business enablers, **Gabriel Asbun**, currently Group President, Americas Tire & Solutions Business, has been named Group President, Integrated Businesses. In this new role, Asbun will have responsibility for Bridgestone Retail Operations (BSRO), Firestone Industrial Products and the company’s Credit First National Association (CFNA) consumer credit division.

**Craig Schneider** has been named Chief Strategy Officer, Bridgestone Americas. Schneider, who was instrumental in the recent sale of Firestone Building Products, will continue to support the company’s evolution through the global strategies outlined in the Bridgestone Mid-Long Term Business Plan, including shaping the portfolio, partnership development and all M&A activities.

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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