

For Immediate Release

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Sara Correa Named Chief Marketing Officer of Bridgestone Americas

- Sara Correa succeeds Philip Dobbs who recently announced his upcoming retirement from Bridgestone Americas.
- Correa is a highly accomplished senior marketing executive with extensive B2B marketing expertise in complex global markets.
- Correa will lead the Marketing Center of Excellence at Bridgestone Americas, overseeing brand strategy, sports marketing, digital marketing, corporate communications, research and insights, and training initiatives.

NASHVILLE, Tenn. (July 14, 2021) – [Bridgestone Americas](#) (Bridgestone) today announced Sara Correa is joining the organization as Chief Marketing Officer (CMO), effective July 26. Correa succeeds Philip Dobbs, who recently announced he will retire from Bridgestone in October after a transition period to onboard Correa into her new role.

As CMO, Correa will have accountability for the company's Marketing Center of Excellence and focus on driving enhanced coordination and marketing activation for the company's tire and solutions businesses in the U.S. and Canada. She will oversee all brand and digital marketing efforts for the Bridgestone and Firestone brands; the company's sports and engagement platforms; corporate communications; research and insights; and the company's training initiatives.

An accomplished senior marketing executive with diverse, cross-industry experience, Correa has achieved nearly two decades of success identifying, developing, and commercializing B2B technology-based solutions in complex global markets. She joins Bridgestone from TE Connectivity (NYSE: TEL), a publicly traded company and global leader in connectors and sensors for the transportation, medical technology, energy, and data communications sectors. At TE Connectivity, Correa most recently served as Vice President, Segment Chief Marketing Officer, Transportation Solutions. In this role, she led marketing activities for the company's four transportation-related businesses and evolved the marketing strategy to drive scale and alignment to support customer experience and growth across all segments.

"Sara is a highly experienced marketing leader with a proven track record of delivering strategic marketing and communications programs in highly complex industries," said Paolo Ferrari, Global Solutions Business Officer, Bridgestone Corporation and CEO & President, Bridgestone Americas. "Her data-driven approach and collaborative

leadership style make her the right person to take our Marketing COE to the next level as we continue to evolve our business to deliver safe, sustainable tire and mobility solutions.”

Correa joined TE Connectivity in 2014 as the Director, Global Head of Marketing, Data Communications and progressed quickly into roles of increasing responsibility, including Director, Global Marketing, Data & Devices; Senior Director, Global Head of Marketing, Automotive; and Vice President, Global Head of Marketing, Automotive.

Prior to joining TE Connectivity, Correa functioned in marketing roles encompassing a broad scope of responsibilities including domestic and global marketing, marketing strategy, organizational development, transformational leadership, and project management. She previously worked for Thomson Reuters, Robson Forensic and the Federation of the American Societies for Experimental Biology. She is a graduate of The Elliott School of International Affairs at George Washington University

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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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