

# **ATD Congratulates Modern Tire Dealer's "On the Rise" Award Winners**

Business

HUNTERSVILLE, N.C.

*Blake Banton, Camilla Jesko, and Bradley Youngdahl recognized for prestigious industry award*

American Tire Distributors (ATD) is proud to congratulate three associates for being named Modern Tire Dealer's "On the Rise" industry leaders. Blake Banton, Camilla Jesko and Bradley Youngdahl received the award that recognizes people under 40 who influence the livelihoods of independent tire dealers and help to propel the tire industry forward.

"We're honored to have three talented associates recognized this year for the 'On the Rise' award," said Rebecca Sinclair, Chief People and Communications Officer at ATD. "Blake, Camilla and Bradley are integral to our team at ATD, and I have no doubt they will continue to be innovative leaders both here at ATD and within the greater tire industry."

The advancement of young associates is a core element of ATD's people-first culture, which aims to strengthen human connections through supporting knowledge development, embracing modernized training programs and leveraging data analytics to drive transformation.

Blake Banton, ATD's Operations Systems Project Manager, began his career at ATD as an operations specialist. Banton helped roll out Traction, ATD's mobile solution, which modernized the way the company delivers products by providing real-time delivery updates to customers and equipped drivers with state-of-the-art technology. Under his leadership, Traction was successfully introduced to 130 distribution centers and more than 1,400 drivers..

Camilla Jesko, Marketing Manager of ATD's Proprietary Brands, began her career in the tire industry as an intern for Hercules Tires. In her current role, Jesko has expanded Hercules' [social media presence](#) across multiple channels, providing further opportunities for real-time engagement with dealers and attracting potential consumers for valuable partnerships and sponsorships.

Bradley Youngdahl, ATD's Supply Chain Business Manager, began his career with ATD as an inventory analyst. In his role, Youngdahl helped to create ATD's new third-party logistics company, FLX FWD, which has allowed the company to deliver more than three million tires on behalf of manufacturing partners by leveraging ATD's nationwide footprint of distribution centers.

More information on the award, including the full list of Modern Tire Dealer's 2021 "On the Rise" award recipients, can be found [here](#).

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