

Image



Ira B. Silver

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President & Chief Executive Officer

Image



As **President & Chief Executive Officer** of American Tire Distributors (ATD), **Ira B. Silver** is focused on driving the company's strategy and reclaiming ATD's position as a leader in the replacement tire industry.

Prior to ATD, Silver served as the President and CEO of Max Finkelstein, Inc. (MFI), where he played a pivotal role in transforming the company from a local, single-brand wholesaler into a prominent regional distributor with multiple brands and

channels. Under his leadership, MFI became a highly respected and successful wholesale tire distributor, known for outstanding customer satisfaction and brand value.

Quote from —Ira B. Silver, President & Chief Executive Officer

Our new company's goal is to ensure that we secure our status as the leading tire distribution company and brand. To do this, we must re-focus on our core tire distribution business and build an improved and efficient national distribution platform.

—Ira B. Silver, President & Chief Executive Officer

Over his 30+ years with MFI, Ira drove the company to market leadership, achieving consistent organic growth and enhancing shareholder value, which culminated in the sale of the company to U.S. AutoForce in January 2022. After the acquisition, Ira took on the role of President, East Region at U.S. AutoForce and joined its Senior Leadership Team. Before his tenure at MFI, Ira spent a decade in public accounting.

Silver holds a BA in Accounting from Hofstra University and is a Certified Public Accountant.

Employed with ATD

1 month 3 weeks

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Ira's passion projects

