

Image



**Murali Bandaru**

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**Chief Information & Digital Officer**

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**Murali Bandaru** is the **Chief Information & Digital Officer** at American Tire Distributors (ATD) where he focuses on developing sustainable, reliable, and scalable ecosystems across ATD's information, technology, and data portfolio to accomplish key growth objectives that continue to deliver an unsurpassed, digitally enabled associate and customer experience.

Since joining ATD in 2018, Murali has been integral in the strategic planning, design and implementation aspects of the company's entire application and technology portfolio. He previously held roles at Belk for 17 years with a focus on enterprise IT services, performance engineering and eCommerce.

## **Quote from —Murali Bandaru, Chief Information & Digital Officer**

Technology is at the service of people, not the other way around. Everything we're doing within our digital ecosystem is focused on optimizing the customer experience. There's a real power in the way we're harnessing and applying technology to improve outcomes and drive growth.

—Murali Bandaru, Chief Information & Digital Officer

Bandaru received his master's degree in computer science from the National Institute of Technology Raipur and an MBA in business finance, commercial banking and financial institutions from the University of North Carolina at Charlotte - Belk College of Business.

Employed with ATD

6 years

8 months

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