

# ATD's Rebecca Sinclair Featured on Evanta's The Next Big Question Podcast

Culture

Huntersville, N.C.

Rebecca Sinclair, Chief People and Communications Officer at American Tire Distributors (ATD), was a guest on Evanta's The Next Big Question as she and the hosts explored the impact of the digital revolution on corporate culture and what that means for HR Leaders.

Sinclair reflected on what culture means in an organization, shared a roadmap for changing culture in conjunction with digital transformation, and offered insight on reskilling employees to drive business outcomes.

## About American Tire Distributors

[American Tire Distributors](#) is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 140 distribution centers, including 25 distribution centers in Canada, serving approximately 80,000 customers across the U.S. and Canada. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to tire and automotive service customers. American Tire Distributors employs approximately 5,000 associates across its distribution center network, including approximately 800 associates in Canada.

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