

News Release

For Immediate Release
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Firestone Industrial Products Names New Managing Director of Sales for Europe & Asia

Ben Rosenblum brings strategic global B2B expertise to industry leading business

NASHVILLE, Tenn. (June 6, 2017) — [Firestone Industrial Products, LLC](#) (Firestone) today announced that Benjamin Rosenblum has been named managing director of sales, Firestone Europe & Asia. He will relocate to Firestone's Arnhem, Netherlands location to assume the role effective August, 1, 2017.

Rosenblum will be responsible for developing growth strategies to continue to grow market share in Europe and identify emerging opportunities for growth in China. He also will develop and implement strategic channel strategies designed to grow heavy duty original equipment (OE) and aftermarket sales, as well as the drive growth for the company's automotive and accessories business. He also will be responsible for growing the company's distributor businesses and collaborating with engineering and marketing teams to drive product design for new vehicle fitments.

"As a world-class engineering and technology company, Firestone is focused on designing innovative solutions that help our global customers succeed in a dynamic and evolving marketplace," said Scott Damon, president, Firestone Industrial Products. "I look forward to seeing Ben's visionary outlook and positive, energetic style contribute to guiding and growing our European and Asian operations."

Rosenblum joins Firestone from Bandag, where he served as director of marketing. In that role, he was responsible for product strategy, branding and strategic initiatives, among other areas. Prior to joining Bandag in 2014, Rosenblum held a variety of management and consulting roles at companies including Bain and Company and Ford Motor Company.

Rosenblum graduated cum laude from Duke University in 2006 with a Bachelor of Arts in economics. He earned his Master of Business Administration from Harvard Business School in 2011.

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About Firestone Industrial Products

Firestone Industrial Products Company, LLC, headquartered in Indianapolis, Ind., specializes in air spring manufacturing and technology with a history of more than 75 years of research and development on technologically advanced air springs for the global marketplace. Firestone Industrial Products manufactures air springs and related products for commercial trucks and trailers, cars, sport utility vehicles, light trucks, mini vans, motor homes, buses, agricultural equipment, rail and industrial applications. The company has quality-certified manufacturing/assembly plants and technical centers in North America, Latin America, Europe and Asia.

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