



## ETI Announces Brian Plott as Executive Director

April 1, 2019

- ▶ Unanimous Endorsement Follows Wide-Ranging Search
- ▶ Greg Potter Named Chief Technology Officer

**FARMINGTON HILLS, Mich.**, - The Equipment and Tool Institute, a leading trade association dedicated to the creation of a vibrant Automotive Aftermarket, has named Brian Plott as Executive Director, effective immediately. ETI had previously announced the appointment of Greg Potter, to the newly created role of Chief Technology Officer.

"After thorough planning and a comprehensive search process, the Board is pleased to have found the best individual to assume leadership of this world-class trade association," said Jim Fish, chairman of the ETI Board of Directors and Head of Development for Lemur Vehicle Monitors. "Brian has a track record of strong leadership both inside and outside of the mobility ecosystem. This, combined with his deep industry knowledge and institutional tenure, makes Brian uniquely qualified to lead ETI successfully into the future as we continue to enable the success of our members via championing of collective interests in an environment of increasing vehicle complexity, rapid change and heightened concern over the safety and security of vehicle repair."

"Brian has formed lifelong friendships throughout the industry over several decades with his highly collaborative approach to customer focused solutions. As ETI navigates the rapidly shifting mobility landscape, Brian is an ideal fit for the ETI mission" added Neil Davis, General Manager at Snap-on Repair Systems and Information.

"I'm honored, and I'm grateful to the board for the opportunity to lead this exceptional organization of creative, dedicated and talented professionals" said Plott. "We are the technical advisor to the aftermarket, while offering a

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collaborative environment with the OEM's of the world. We succeed because we focus on the protection of the intellectual property of our members and the OEMs of the world, every day. This is a terrific opportunity that any leader would welcome."

Plott, 57, holds a Bachelor's in Business from Carthage College in Kenosha, Wisconsin. He comes to ETI most recently from Marmon Holdings and has held a number of relationship focused roles in the Automotive Aftermarket that has included several iconic automotive focused brands such as Bear, Snap-on, OTC and Bosch. He has delivered dozens of OEM diagnostics focused programs and has deep experience with all channels of distribution in the Automotive Aftermarket.

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### **About ETI**

ETI enables the success of its members via championing of our collective interests in an environment of increasing vehicle complexity, rapid change and heightened concern over the safety and security of vehicle repair.

ETI is focused on 4 areas of value creation:

- Protect the intellectual property of our members and a secure access to OEM data
- Technical advisor to the Industry
- Unparalleled networking between members and OEMs in a collaborative environment
- Promote the evolution of a vibrant Automotive Aftermarket

Learn more at [etools.org](http://etools.org)