



Now announcing the full speaker line up for Heavy Duty Aftermarket Dialogue (HDAD) '23. This year's agenda is reimagined with the conference theme: **Resiliently Transforming the Future** . HDAD '23 features a faster-paced agenda packed with more content and speakers. Don't miss sessions covering current trends in the aftermarket, economy, and commercial vehicle technologies.

[REGISTER NOW](#)

Join us on Monday, January 16, 2023 at the Gaylord Texan Resort & Convention Center in Grapevine, TX to see the panels and presentations below.

## Real World View Presented by the Heavy Duty Business Forum

Presented by the Heavy Duty Business Forum (HDBF), this section brings together commercial vehicle aftermarket leaders to provide attendees insights into the outlook for 2023 and beyond.



**Kent Jones**  
President - Americas  
SAF-Holland Inc.



**Rob Phillips**  
Founder & CEO  
Phillips Connect  
& CEO  
Phillips Industries



**Jeffery Porter**  
President & CEO  
Velvac Inc.



**Moderator:  
Collin Shaw**  
President & COO  
HDMA

# The Global Economic & Geopolitical Overview

Roland Berger Sr. Partner & Random House author, Dr. Wilfried Aulbur, joins us to speak on the global economy and its impact on the commercial vehicle aftermarket.



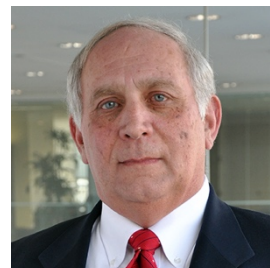
**Dr. Wilfried Aulbur**  
Senior Partner, Automotive  
Roland Berger

# Aftermarket Industry Economy & Outlook

MacKay & Company's John Blodgett and Dr. Bob Dieli will take the stage to provide a 360-degree view of the aftermarket across segments and product ranges, focusing on current business conditions, market disruptors, and innovations changing the market's landscape.



**John Blodgett**  
Vice President, Sales & Marketing  
MacKay & Company



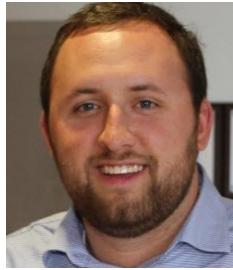
**Dr. Bob Dieli**  
Economist  
MacKay & Company

## Emerging Leadership Panel: Preparing Your Organization for the Next Round of Leaders

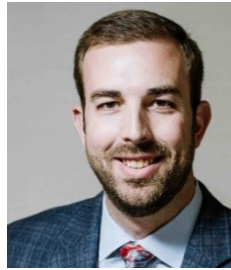
Moderated by Emily Poladian of Firestone Industrial Products, this section brings together the next generation of commercial vehicle aftermarket leaders to discuss insights into best practices for hiring and retaining emerging talent in the industry.



**Julie Alfermann**  
Director, Central  
Region Sales  
Allison  
Transmission



**CJ Biank**  
Global Market  
Manager  
(Networks)  
Grote Industries



**Jonathan Gravell**  
Vice President of  
Business  
Development  
PSI



**Tanya Miracle**  
Director, OE  
Truck/Trailer  
Bridgestone



**Moderator:**  
**Emily Poladian**  
President  
Firestone  
Industrial Products

## Distributor Panel: Adapting to Change, Technology & Workforce

Distributors and dealers in the commercial vehicle industry join us to discuss their perspective during this transformative time in the industry.



**Ryan Bugai**  
Sales and  
Marketing  
Specialist  
Northwest Drive  
Train



**Jason  
Goldenmeister**  
Vice President,  
Fixed Operations  
TEC Equipment



**Toni Nastali**  
CEO  
Spring Align  
Group



**Troy Willich**  
CEO & Co-  
Founder  
TDI Fleet Service



**Moderator:**  
**John Blodgett**  
Vice President,  
Sales & Marketing  
MacKay &  
Company

## Government Affairs & Impacts on the Aftermarket

MEMA's Ann Wilson returns for her highly informative government affairs update. Learn how the recent midterm elections will impact the regulatory landscape for the commercial vehicle industry.



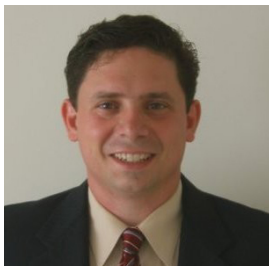
**Ann Wilson**  
Senior Vice President, Government Affairs  
MEMA



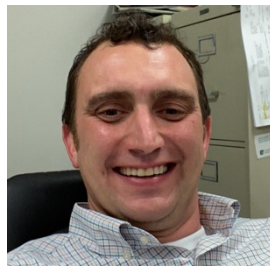
**Moderator:**  
**Collin Shaw**  
President & COO  
HDMA

## Fleet Panel: Uptime in an Uncertain Environment

A panel of fleet leaders joins us to discuss the fleet perspective amidst supply chain and workforce issues, economic uncertainty, and rapidly evolving technologies.



**Taki Darakos**  
Vice President, Vehicle  
Maintenance & Fleet  
Services  
PITT OHIO



**Scott Ewell**  
Director of  
Maintenance  
H.R. Ewell



**Adam Wolk**  
Director of  
Maintenance  
Challenger Motor  
Freight



**Moderator:**  
**Molly MacKay Zacker**  
Vice President,  
Operations  
MacKay & Company