

Kristin Grons Joins Brake Parts Inc as Marketing Manager

MCHENRY, Ill. – July 29, 2014 - Kristin Grons has joined Brake Parts Inc (BPI) as marketing manager, it was announced today by Bruce M. Tartaglione, senior vice president global marketing and sales.

In her new role, Grons is responsible for leading the planning and execution of high impact marketing strategies for Raybestos® brand brakes, delivering results through project management and process improvement. She will provide leadership insights and support corporate strategic objectives as well as analyze research and manage advertising, social media, promotional programs and social, digital and web strategies.

“We welcome Kristin to the Brake Parts Inc team and are pleased to have her on board as our new marketing manager,” said Tartaglione. “Her previous experiences make her the perfect person to initiate new, proactive programs that will help Raybestos brand brakes and its customers continue to grow their businesses together.”

Prior to joining BPI, Grons served as product and creative services manager for Intermatic, Inc. in Spring Grove, Ill. During her tenure, she also held the positions of marketing manager in the landscape lighting division and product manager in the home protection and controls division. In addition, Grons worked in the wireless data industry for five years at Motient Communications in Lincolnshire, Ill. Her positions with the company included retail channel administrator, product manager and marketing manager. Throughout her career, Grons has managed creative teams, product management and cross-functional teams as well as outside agencies.

“I’m excited to be part of the BPI team and look forward to working with everyone to strengthen and grow the established Raybestos brand,” said Grons. “I’m also fortunate to be joining such a respected company with a strong history and opportunity for growth.”

A graduate of Illinois State University, Grons earned a bachelor of science degree in marketing and a minor in business administration.