

Wally Marciniak Receives Automotive Aftermarket Management Education Award



MCHEMRY, III., Nov. 11, 2015 – Northwood University recently honored Wally Marciniak, director of technical services for Brake Parts Inc, with the prestigious Automotive Aftermarket Management Education Award for his support of educational initiatives and learning within the automotive aftermarket industry. The award was presented during a ceremony on Nov. 3 at the Venetian Hotel in Las Vegas.

Throughout his 45-year career, Marciniak's reputation as a trainer and educator is well-known. He leads Brake Parts Inc in conducting sales and ASE tech training in the classroom, field clinics and through online programs. He aims to create training modules designed to increase customer satisfaction and overall profitability for technicians. A strong supporter of training and certification courses conducted by NATEF-certified instructors, Marciniak believes companies using this training are doing their part to improve customer satisfaction. He also is actively involved with education initiatives outside the aftermarket sector, including work with McHenry County College in Illinois, the DANA Leadership Academy and Little League Baseball.

The Northwood University Automotive Aftermarket Management Education Award is given to industry leaders, throughout the country, who have made noteworthy contributions to education, on any level, inside or outside of the industry. Their names and notable activities have been recorded in the awards book that will be distributed throughout the industry.