



DAVID CARACCI



Chairman Global Automotive Aftermarket Symposium

David Caracci was appointed chairman of the Global Automotive Aftermarket Symposium in October 2007. Retired from full time employment as a vice president of Sales with Robert Bosch Corporation, Caracci is currently the executive director of the National Engine Parts Manufacturers Association, chairman of the University of the Aftermarket Foundation and past chairman of the AAIA board of directors.

With an associate's degree from the Miami /Dade community college and a bachelor's degree in Business from Northwood University, Caracci has spent his automotive career as a fierce competitor with an emphasis on learning to succeed and win in competitive environments like the Automotive Aftermarket. In his early working years, designing and building Formula racing cars and engines with which he and his team won state and national championships, Caracci learned the value of meeting and learning from others in the racing industry. After realizing his goals in racing, he moved his competitive focus to the automotive aftermarket in 1976.

First serving eight years with DANA Corporation's Aftermarket Distribution Sales division in various positions, including marketing manager and general sales manager, he joined SafeGuard Engine Parts as vice president/general manager for several years before joining ROL Manufacturing America in 1987.

For 14 years, he directed the international sales and marketing efforts of ROL Manufacturing where he held the position of President with the ROL Aftermarket Group. During his tenure at ROL, the company grew to be North America's largest exhaust accessory manufacturer. At the same time, under his leadership, ROL's engine gasket market share grew from fifth to number two in the U.S. retail auto parts segment.

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Caracci left ROL to join Bosch, from which he retired in 2005.

Continually learning through industry relationships and interaction at industry gatherings, Caracci's past industry involvement includes service as past president of the National Engine Parts Manufacturers Association, past Chairman of the Engine Repower Council, past President of the Automotive Sales Council, director on the board of the Car Care Council and past chairman of AAIA.

Caracci believes that constant learning through interactions with others in the industry can and should be used as a competitive advantage in today's aftermarket. He backs up that passion by continuing to teach classes for the Northwood University undergraduate program and as a contributor to Counterman magazine.

As a consequence of serving in various industry capacities, Caracci has learned, that to win a car race, grow market share in business or to reach industry goals, we must each use the knowledge acquired through a network of people with whom we develop relationships, as well as learn and use the latest management techniques and technology to which we are exposed at industry events like the Global Automotive Aftermarket Symposium.

Caracci's favorite saying, "*The big advantage in life is not what **you** know, but what **who you know knows***".