

MARK SENG



**Vice President - Aftermarket & Commercial Vehicle
R. L. Polk & Co.**

Mark Seng is vice president - Aftermarket & Commercial Vehicle for R. L. Polk & Co. He is responsible for the profitable growth of Polk's Commercial Vehicle and Aftermarket business units in North America and strengthening the group's expansion into the global aftermarket. In addition, Seng is involved in the strategic planning process to grow Polk's product and service offerings.

He has over 23 years of experience in both the North American and global aftermarket business. Prior to Polk, Seng held various positions in distribution, sales, product management, data management and e-commerce for Federal-Mogul.

He is also actively involved with both MEMA and AAIA, having been a member of the MEMA Information Services Council from 2002-2007. Mark served as president of NCMA from 2004-2007 and has worked with AAIA's Technology Standards and Solutions Committee since 1998.