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Ric Alameddine is vice president of marketing and engineering, North American aftermarket, for Tenneco Inc., the supplier of premium ride control, emissions control, brake, and performance products marketed under the respected Monroe[®], Walker[®], DynoMax[®], Rancho[®] and Thrush[®] brands. He has more than 25 years of experience in development and execution of consumer and trade marketing programs within the consumer products and durables categories.