

## **BRIAN CRUICKSHANK**



**Director  
University of the Aftermarket  
Northwood University**

After completing two undergraduate degrees at Ohio State University, Brian Cruickshank was hired by Babcox Publications, where he served in various editorial roles, writing exclusively on the motor vehicle aftermarket. During his 15-year automotive journalism career, he covered nearly every facet of the aftermarket, including the service dealer, traditional distribution, manufacturing, retail, collision and performance markets. During his career, he has received numerous industry awards for his writing, including the Northwood University Automotive Education Award in 2006 and multiple awards from the Automotive Communications Council and the American Society of Business Press Editors. In 2009, he was named the AIA Young Executive of the Year.

His most recent assignment was as editor-in-chief of Counterman magazine, a post he left in early 2008 when he was named director of the University of the Aftermarket at Northwood University. He earned his Automotive Aftermarket Professional certificate from the University of the Aftermarket in 2004.

Cruickshank is very active in the industry, serving on several committees within the Automotive Aftermarket Industry Association and the Automotive Warehouse Distributors Association. He is a past board member of the Automotive Training Managers Council and currently serves on the board of the Global Automotive Aftermarket Symposium Scholarship Committee.