



FOR IMMEDIATE RELEASE

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Industry Leader and TBC Brands President Marty Krcelic to Retire

PALM BEACH GARDENS, FL – May 4, 2021 – For nearly 21 years, Marty Krcelic, President & COO of [TBC Brands](#) and Executive Vice President of [TBC Corporation](#), has been instrumental in the growth of TBC. Throughout his tenure with TBC, Marty has been an active participant in TBC initiatives expanding well beyond TBC Brands; his leadership and strategic contributions have been integral to the success of TBC Corporation. After a very successful career with the organization, Krcelic will retire effective June 30, 2021.

Under his leadership, TBC Brands has become one of the largest distributors of proprietary brand tires in North America known for a steadfast commitment to quality, safety and value. The organization has thrived during times of rapid growth and expansion, successfully navigated obstacles faced throughout the industry and, throughout it all, remained committed to providing customers unwavering service excellence and top tier performance products offering improved profitability opportunities.

“I have had the privilege of working alongside Marty for many years through times of transformation, adversity and tremendous growth,” recognized Erik R. Olsen, President & CEO, TBC Corporation. “The sheer breadth and depth of all of Marty’s contributions to our organization, to our customers, to our partners and even extending beyond to our entire industry is nothing shy of inspirational.”

Succeeding Krcelic to lead TBC Brands as Senior Vice President of Sales is Geoff Doster. His responsibilities will be expanded to include oversight of TBC Brands operations, customer service, commercial truck tire sales and equipment and non-tire sales.

Geoff joined TBC in November 2003 as a Warehouse Manager in Greer, SC from Michelin. After three years with the organization and much success, he was promoted to Director of Marketing for Carroll Tire prior to focusing on sales as a Director of Sales for five years and then a Regional VP of Sales for the Eastern United States from 2014 – 2018. For the last three years, as VP of Sales for TBC Brands responsible for the United States and Canada, Geoff has continued to lead his team to an extraordinary amount of success. Under his leadership, the team continues to grow the business, even with the additional obstacles as a result of the COVID pandemic. His efforts have resulted in increased sales, higher customer service satisfaction ratings and continued development of customer-specific promotional activity to drive ongoing opportunities.

Over the next few months, Marty and Geoff will continue to work alongside one another as Geoff transitions to oversee the business. Geoff will report to Laurent Bourrut, incoming President & CEO of TBC Corporation.

“Geoff has been successfully leading the TBC Brands sales organization for many years now,” said Krcelic. “I am confident that, under his leadership, the TBC Brands team will continue to thrive with a steadfast focus on exceeding the expectations of our dealer network while continuing to support our internal TBC customer base.”

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ABOUT TBC CORPORATION

For more than 65 years, [TBC Corporation](#) (TBC), one of North America’s largest marketers of automotive replacement tires through a multi-channel strategy, has been a tire company ahead of the curve. Through worldwide operations spanning wholesale, retail, and franchise, TBC provides customers top tier brands and automotive maintenance and repair services with the underlying mission to exceed customer expectations. TBC serves wholesale customers in the United States, Canada and Mexico through [TBC Brands](#), [National Tire Wholesale \(NTW\)](#), [TBC International](#), and [TBC de Mexico](#). Additionally, TBC responds to the needs of consumers in search of total car care at more than 600 company-operated tire and automotive service centers under the brands [Tire Kingdom](#)® Service Centers and [NTB](#)® Tire & Service Centers. TBC, through a subsidiary, also owns the [Big O Tires](#)® and [Midas](#)® franchise systems.