HDAW Announces 2020 Education Workshop Speakers

Renowned independent heavy duty industry leaders to present expertise in “Customers,” “Products” and “Technology” topics

DALLAS – January 7, 2020 – Heavy Duty Aftermarket Week (HDAW), North America’s largest gathering of the independent heavy duty aftermarket industry, is pleased to announce a roster of prominent industry thought leaders to lead HDAW ’20’s education program during its first year at the Gaylord Texan Resort & Convention Center, January 27-30, 2020 in Grapevine, TX. For a customizable attendee learning experience, industry thought leaders Lindsay Duran, Rich Ferguson and Rob Bradenham will impart insights in three key areas: “Customers,” “Products” and “Technology.”

“HDAW is distinctively equipped to provide the heavy duty aftermarket industry with educational resources required to conquer challenges and command the road ahead,” said Sean Ryan, president and treasurer at Point Spring & Driveshaft Co. and HDAW ‘20 distributor co-chair. “HDAW ’20’s featured education topics will provide attendees with next-generation solutions, tools and knowledge they need to succeed through the evolution of our industry.”

HDAW ’20’s “Customers” education workshop will ensure attendees know how to put customer data into action. Speaking to the topic is Lindsay Duran, chief marketing officer at Zilliant. As the leader of Zilliant’s marketing organization, Duran is responsible for accelerating growth strategies, demand generation, product marketing, corporate communications, sales enablement and market positioning. During Duran’s session, attendees can expect to gain insights into the real profitability of their current consumers and mine it for sales growth opportunities.

Trucks carrying advanced vehicle technologies from three to five years ago are coming out of warranty and into the aftermarket. To address this topic, Rich Ferguson, a performance-driven executive with over 20 years of diverse business experience with companies including Volvo Group and Daimler AG, will lead HDAW ’20’s “Products” education workshop session. This session will delve into which components and systems are coming through attendees’ doors and the knowledge they will need to help technology savvy customers. Ferguson will then cover new vehicle technologies that will be in the parts market in the upcoming years.

Rob Bradenham, senior vice president of commercial vehicles at Decisiv, Inc. will speak at HDAW ‘20’s “Technology” educational workshop. Bradenham brings significant technology and operations experience from both the industrial and high-tech industries, including ESRG, where he led efforts to help equipment operators increase the ROI in their assets by using data analytics and advisory services to inform maintenance and operations decisions. During his presentation, Bradenham will highlight what distributors need to do to keep pace with the new demands of fleets. Attendees will learn how the supply chain can adapt by defining predictive maintenance, discovering what technologies are available to customers and informing how they can use these solutions.
“HDAW provides the most comprehensive education sessions to ensure aftermarket vehicle part manufacturers, distributors and suppliers stay ahead of the curve with forward-looking insights from today’s most notable industry leaders and experts,” commented Tim Bauer, vice president of Eaton Aftermarket North America and HDAW ’20 supplier co-chair. “With their accomplished professional backgrounds and profound understanding of the industry, we could not be prouder to have Lindsay Duran, Rich Ferguson and Rob Bradenham supporting this year’s education workshop sessions.”

The Gaylord Texan will host more than 2,500 heavy duty aftermarket professionals for four days of education workshops and product training, including SOLD! (Service Opportunities & Learning Day), a two-day program designed for distributors with service and repair technicians. The event will additionally feature a product expo with the latest and greatest heavy duty aftermarket parts and services on display from key industry suppliers. Various networking opportunities, social activities and supplier and distributor One-on-One Meetings will give the industry quality opportunities to collaborate, connect and get business done.

Registration for HDAW ’20 is open. Visit www.hdaw.org for more information.

ABOUT HDAW
The 15th annual HDAW will be held Jan. 27-30, 2020 in the Dallas suburb of Grapevine, TX. HDAW is the largest North American gathering of the independent heavy duty aftermarket industry. More than 2,500 executives and managers from the U.S., Canada, and six other countries – including distributors, suppliers, service providers, educators, and industry media – attended the 2019 conference in Las Vegas.

HDAW is a business-to-business, executive conference presented by a joint operating committee of industry leaders from 12 distinguished industry associations: American Council of Frame and Alignment Specialists (ACOFAS), Association of Diesel Specialists (ADS), Auto Care Association/HDDA, Commercial Vehicle Solutions Network (CVSN), HDA-Truck Pride, Heavy Duty Manufacturers Association (HDMA), APRA’s Heavy Duty Remanufacturing Group (HDRG), International Truck Parts Association (ITPA), Overseas Automotive Council (OAC), Power Heavy Duty, Service Specialists Association (SSA), and VIPAR Heavy Duty.

For more information, go to www.hdaw.org or contact W.T. Glasgow, conference management, at 708.226.1300.