HDAW Announces *Shark Tank’s* Daymond John as 2020 Event Headliner

*Visionary entrepreneur to provide keynote preparing the independent heavy duty industry for success*

DALLAS – October 8, 2019 – Heavy Duty Aftermarket Week (HDAW) 2020, North America’s largest gathering of the independent heavy duty aftermarket industry, is pleased to announce that Daymond John of *Shark Tank* will deliver a motivating keynote presentation to inspire attendees to command the road ahead as they navigate the industry’s changing landscape. John’s insights and inspiration will headline HDAW’s forward-thinking and solution-driven educational offerings during its first year at the Gaylord Texan Resort & Convention Center, January 27-30, 2020 in Grapevine, TX, a suburb of Dallas.

In addition to his role on *Shark Tank*, John is widely recognized for his accomplishments as an entrepreneur and branding expert following the success of his groundbreaking lifestyle brand, FUBU®. He was named a Presidential Ambassador for Global Entrepreneurship under the Obama Administration and is a two-time New York Times Best Selling Author, most recently for his book *Rise and Grind*. John remains committed to helping aspiring entrepreneurs, which landed him the affectionate nickname of “The People’s Shark.” In recognition of his impact in the entrepreneurial space, John has been bestowed the NAACP Entrepreneurs of the Year Award, the Congressional Achievement Award for Entrepreneurship and more. With his strong expertise in marketing strategies and brand-building, John will provide HDAW attendees with key insights required to succeed in the industry’s ever-evolving landscape.

“HDAW is uniquely positioned to provide the heavy duty aftermarket industry with the solutions, tools, and knowledge needed to stay ahead of the curve and succeed in this growing and evolving industry,” said Tim Bauer, vice president of Eaton Aftermarket North America and HDAW ’20 supplier chair. “This year, HDAW is particularly honored to host Daymond John as our headlining keynote speaker. We cannot think of anyone more suited to speak to the importance of adapting your skills and planning for future success through growth-focused tactical marketing and creative branding strategies.”

Education sessions planned for the 2020 event focus on customers, products, technology and the underlying trends of all three affecting distributor business in the next one to three years. A complete lineup of sessions will be announced in the coming months. [Click here](#) for a review of last year’s topics.

“HDAW provides the best opportunity for distributors to advance their skills and stay ahead of the curve with forward-looking education sessions from today’s most prominent business leaders and experts,” commented Sean Ryan, president and treasurer of Point Spring & Driveshaft Co. and HDAW ’20 distributor chair. “Independent heavy duty distributors are truly entrepreneurs in their own right. Daymond John’s entrepreneurial brand-building expertise will present HDAW attendees with immediately actionable insights to pave their way to success.”
With 80 percent more space than previous years, 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 now 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.