

Bill Hanvey

Bill Hanvey, Vice President of Marketing of Dorman Products oversees brand management and promotional activities of all Dorman Products and its subsidiaries. Since joining the Company in 2002, Hanvey has been instrumental in increasing brand awareness significantly through new web site development, training, integrated marketing, electronic cataloging, and other unique venues that demonstrate the value of Dorman Products to the Automotive Aftermarket.

Hanvey brings more than 20 years of diverse sales and marketing experience to Dorman Products. Prior to his current position, Hanvey was employed by FleetPride, a start-up heavy-duty distributor that consolidated more than 35 independent distributors with over 150 locations into the largest heavy-duty distributor in North America. As Director of Marketing he developed and implemented the new brand by completely re-merchandising the stores, developing a consolidated web-site, and launching an integrated marketing strategy. He also had a prominent role in the establishment of the new company to its more than 500 vendors through promotional activities and the introduction of FleetPride branded products.

Hanvey has worked in the automotive/heavy-duty aftermarket his entire career starting as a Field Sales Representative for the NAPA division of Tenneco Automotive calling on NAPA stores service dealers in upstate NY and PA. He then moved to Monroe's home office as a Product Manager and was quickly promoted to Group Product Manager Ride Control where he was responsible for all product management functions. Upon leaving Tenneco Automotive, he was the North American Promotions Manager for both Monroe Shock Absorbers and Walker Exhaust.

He is a graduate of St. Bonaventure University earning a B.A. Degree in Journalism and is on the Board of Directors of the Automotive Communications Council while additionally serving on the AAIA Marketing and Member Relations Committee.