

**Richard D. White**  
**Senior Vice President, Marketing and Member Relations**  
**Automotive Aftermarket Industry Association**

Rich White is senior vice president of marketing and member relations for the Automotive Aftermarket Industry Association (AAIA).

White oversees the marketing, public relations, media relations, publications, Web sites and most recently the Car Care Council and the “Be Car Care Aware” consumer education campaign.

Before joining AAIA, White served as senior communications consultant at Strat@comm, a Washington, D.C.- based strategic public relations firm specializing in transportation and automotive issues.

White spent 10 years heading the communications program at the National Institute for Automotive Service Excellence (ASE), the world’s largest testing and certification organization. His responsibilities included public relations, publications, marketing, advertising, media relations and motor sports. Prior to joining ASE, he was director of public affairs at the national headquarters of the American Automobile Association.

Before entering the automotive association world, White was a reporter at newspapers in New York, New Mexico and Texas and lived and worked in West Africa as a Peace Corps volunteer and training director.