



Jeff Stankard

Jeff Stankard is vice president and group publisher for Babcox Media, Akron, Ohio. Stankard is responsible for the magazine titles: *Brake & Front End*; *ImportCar*; *Underhood Service*; *TechShop*; *Tomorrow's Technician*; *Servicio Automotriz* as well as the *autocarepro:news* e-newsletter. He also serves clients as the leader of the Babcox market research business.

Stankard is an active participant on various industry association committees, and regularly attends industry events and conferences to keep abreast of the markets served by the magazines he oversees. His vast experience in the many facets of the marketplace gives him a unique perspective in understanding the needs of customers and tailoring programs that add value to their marketing communication efforts.

A former employee of The Goodyear Tire & Rubber Company, Stankard spent 15 years in accounting, marketing research, product management and export sales positions.

He received his bachelor of science degree in accounting and finance from Miami University in Oxford, Ohio, and his MBA in Marketing from The University of Akron.

Stankard resides in Akron with his wife Gina, daughter, Shea and son Jack.