



VIPAR Heavy Duty Family of Companies

Jeff Paul

Vice President of Marketing

Jeff Paul is vice president of marketing for VIPAR Heavy Duty and its family of companies, a North American network of more than 250 independent heavy duty truck parts distributors and service specialists based in Crystal Lake, Illinois. Paul joined VIPAR Heavy Duty in 2002 as marketing and communications manager and was named director of marketing in 2007. He was promoted to his current position in 2017.



At VIPAR Heavy Duty, he is a member of the executive management team and responsible for data and market research, marketing strategies and corporate branding, corporate communications and public relations, and corporate event management for North America's leading network of independent aftermarket truck parts distributors.

Before joining VIPAR Heavy Duty, Paul's experience included a position in category management for JC Whitney and Company in Chicago and in product management for Tenneco Automotive in Lake Forest, Illinois. Paul actively serves on numerous industry-wide committees, including the GenNext Board of Directors and the Joint Operating Committee (JOC) for Heavy Duty Aftermarket Week (HDAW).

Paul holds a Bachelor of Science degree in marketing from Northern Illinois University in DeKalb, Illinois.

Distributors within the VIPAR Heavy Duty family of companies are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. With more than 800 locations across the United States, Canada, Puerto Rico and Mexico, distributors serve the needs of customers operating under the VIPAR Heavy Duty and Power Heavy Duty brands in their local markets. VIPAR Heavy Duty also operates a wholly owned subsidiary, Global Parts Network, LLC, a brake manufacturing and product distribution center. VIPAR Heavy Duty and its family of companies is one of three founding members of NEXUS North America, LLC, the exclusive partner for NEXUS Automotive International SA in North America. For more information, visit www.vipar.com.

For Further Information, Contact:

Jeff Paul
Vice President of Marketing
VIPAR Heavy Duty
815-893-5965
jpaul@vipar.com

For Further PR Information, Contact:

Gary McCoy
Public Relations Director
Marx Group
847-372-0722
[gmccoy@marxgrp.com](mailto:gmc coy@marxgrp.com)