



VIPAR Heavy Duty Family of Companies

**Mark Iasiello**

*General Manager, Power Heavy Duty, LLC*

Mark Iasiello is the general manager of Power Heavy Duty, LLC, a wholly-owned subsidiary of VIPAR Heavy Duty. Iasiello is responsible for the day-to-day management of Power Heavy Duty including member development. Prior to his role with Power Heavy Duty, Iasiello spent four years as director of business development, national accounts for VIPAR Heavy Duty. He was promoted to his current position in 2016.



Iasiello has a broad background in the heavy duty industry. He spent more than 20 years at Dayco Products LLC, where he served in a variety of sales management positions before becoming the company's heavy duty national sales manager. Iasiello also spent five years at the Heavy Duty Manufacturers Association as vice president of member development for commercial vehicle suppliers. He received the Northwood University Management Education Award in 2009.

Power Heavy Duty helps independent distributors and service specialists of all sizes be competitive in today's market. From nearly 200 locations across the U.S. and Canada, Power Heavy Duty members provide customers with quality heavy duty parts from many of the industry's leading manufacturers. In addition to quality parts, Power Heavy Duty members offer quality repair service backed by professionals with the experience and knowledge to help get trucks back on the road quickly. For more information, visit [www.powerheavyduty.net](http://www.powerheavyduty.net).

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](http://www.vipar.com).

**For Further Information, Contact:**

Jeff Paul  
Vice President of Marketing  
VIPAR Heavy Duty  
815-893-5965  
[jpaul@vipar.com](mailto:jpaul@vipar.com)

**For Further PR Information, Contact:**

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