

# Continental Tires Appoints Ashok Vedanayagam as Head of Marketing the Americas



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In this position, Ashok Vedanayagam oversees marketing and communication functions for passenger and Truck Tires for North and South America

Fort Mill, South Carolina, October 14, 2024. Continental Tire the Americas is pleased to announce the appointment of Ashok Vedanayagam as the Head of Marketing for Passenger and Truck Tires for the region covering North and South America. In this role, Vedanayagam is responsible for a broad portfolio including product management, marketing communications, public relations, e-business, market intelligence, pricing, and strategic planning for the Americas.

We are excited to have Ashok take on this pivotal role,” said Dr. Jochen Etzel, CEO of Continental Tire the Americas. “With his broad international experience and strong understanding of the industry, he will play a key role in enhancing the value we provide in the region. His ability to align our strategies with the evolving needs of our customers will further help us strengthen our leadership position in the Americas.

Vedanayagam brings more than two decades of experience in leadership within the Automotive and Tire industries. He joined Continental in 2014 and has held various executive roles within the company, most recently as Key Account Manager for Truck OEMs in the Americas. Previously, he led the Marketing function for the company’s Asia Pacific region.

Head of Marketing Replacement Tires Americas

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