

For Immediate Release

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Tula Executive Search Helps Top Tire Manufacturer Build Executive Team

Chinese manufacturer Sentury Tire adds Sales/Marketing VP

ATLANTA (December 7, 2016) — Global search firm Tula Executive Search placed Mike Perkins as Vice President Sales and Marketing for Sentury Tire, a fast-growing Chinese tire maker that will open its first North America location in LaGrange, GA, in 2018.

Perkins, who has more than 30 years experience in the tire industry, will create and implement sales strategies for the company in the United States and Canada.

“We worked closely with Sentury’s leadership to find the right executive fit,” said Bernard van der Lande, Tula’s managing partner. “We put our global connections to work for Sentury, and we’re proud to be part of building the high-quality executive team the company needs here in the United States.”

Sentury Tire’s \$530 million factory complex in LaGrange, about 70 miles southwest of Atlanta, will be the company’s first presence in North America. Sentury makes aircraft tires as well as radials for cars, crossovers and light-duty pickups and sport utility vehicles under Sentury, Delinte and Landsail brands. The facility is expected to be operational in 2018.

Perkins is a dynamic sales leader who has demonstrated record-breaking performance in the tire industry. He began his career at Bridgestone/Firestone managing a retail store, and has advanced in the industry with key positions at Bridgestone/Firestone, K&M Tire, Hankook Tire, and Kumho Tire.

About Tula Executive Search: *Tula’s team searches the world for innovative leaders capable of operating in today’s diverse and competitive economies. Tula specializes in advanced manufacturing, energy and emerging technologies and is a member of IRC Global Executive Search Partners, a global professional alliance of retained executive search firms. Learn more at www.TulaInternational.com.*

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