



2621A Market Trace
Fort Smith, AR 72908

479-646-1662 | Fax 479-484-5501 | cloyes.com

Cloyes Gear and Products Promotes Ryan Smith to Director of Category Management

FORT SMITH, Ark., September 15, 2021 – Effective immediately, Ryan Smith has been promoted to Director of Category Management. Ryan joined Cloyes in December of 2013 as Sales and Marketing Coordinator where he played a key role in the management of several regional export accounts, PER customer base and customer pricing. He also served as project manager lead on production of Cloyes highly successful aftermarket tech videos created with our product development and engineering teams. Ryan was promoted in May of 2019 to Manager of Special Markets and Category Management where he worked directly with our internal teams and customers to develop selling strategies based on automotive trends and conducted line reviews to enhance the quality of customer inventory. Additionally, Ryan assisted in pricing strategies and managed specific sales accounts.



In his new role, Ryan will continue to develop and grow the Cloyes Category Management department with additional resources, enhance the customer line review process and expand our category management footprint to more customers.

“Ryan is a talented, capable, and creative professional that is well respected in the broader aftermarket community,” said Richard Crotzer, Senior Vice President of Global Sales of Cloyes. “His experience with Cloyes has prepared him perfectly for his new position.”

About Cloyes

Cloyes, based in Fort Smith, AR, is the North American leader and global designer, developer, manufacturer and distributor of timing drive systems and components for the automotive aftermarket. Its products are mission critical components for engine performance and function used in high-performance and replacement applications. Cloyes serves a broad customer base, including wholesale distributors, national and local retailers, re-packagers, and production engine builders, and sells its products under the Cloyes® brand throughout North America and Dynagear® in Mexico. To learn more, visit www.cloyes.com.

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