



Philip (Phil) J. Pacsi
Vice President, Sports/Events Marketing and Training
Bridgestone Americas Tire Operations, LLC (BATO)

Philip "Phil" J. Pacsi serves as the Vice President of Sports/Events Marketing and Training. In this position, he is responsible for consumer tire training programs for dealers, as well as Bridgestone Americas activities related to sports marketing partnerships with the Verizon IndyCar Series, the National Football League (NFL), the National Hockey League (NHL), the PGA TOUR, the International Olympic Committee (IOC), the United States Olympic Committee (USOC), and U.S. Paralympics.

Pacsi began his career in the automotive industry with The Firestone Tire & Rubber Company in the Development department. While there, Pacsi gained experience working with textiles and adhesives. By 1987, he was promoted to a Senior Engineer dealing with heavy-duty materials development.

Over the next eight years, Pacsi worked in various departments, including Passenger/Light Truck Tire Processing, Original Equipment Engineering and as a Sales Engineer in Light Truck Product Management.

In 1994, Pacsi became Marketing and Product Information Specialist, Consumer Tire. Working his way up through the Consumer Tire Marketing Division, Pacsi was appointed Executive Director of North American Consumer Tire Marketing in 2005. In 2006, he was promoted to Vice President of Consumer Tire Marketing. Pacsi accepted his current position in 2012, and also serves on the board of BS Brands, LLC.

Pacsi graduated from Gannon University with a bachelor's degree in chemistry. He is a member of the Nashville American Marketing Association, Brandweek Editorial Board, Nashville Sports Council, Middle Tennessee Boy Scouts of America and the American Marketing Association and Committee Member of the Nashville Predators Marketing Committee

Pacsi is also a member of Christ the King Catholic Church where he serves as a member of the School Board, Finance Committee member and a Eucharistic Minister and is a volunteer at Pope John Paul II High School.

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