

**TJ Higgins**

***President, Consumer Integrated Tire Division, U.S. & Canada, Bridgestone Americas Tire Operations (BATO);***

***Chairman of the Board, BSEMEA;***

***Vice President and Senior Officer, BSJ***

TJ Higgins joined Bridgestone Americas Tire Operations in October 2014 to serve as President, Consumer Integrated Tire Division, U.S. and Canada. Higgins leads a team which includes Bridgestone Retail Operations, original equipment sales and consumer tire replacement sales, as well as the company's Credit First National Association (CFNA).

Before joining Bridgestone, Higgins served as the North America regional president for Pfizer Consumer Healthcare where he was responsible for leading the operations of recognizable brands and products such as Advil, Centrum, ChapStick, Robitussin and Emergen-C. He also previously held leadership positions at Merck and Vlasic Foods.

Higgins graduated summa cum laude from Lehigh University with a bachelor's degree in accounting. He earned his MBA at Harvard University.

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