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Ride Control, LLC, Makers of Gabriel Shocks and Struts, Announces Key Appointments

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Ride Control, LLC has announced two key appointments to its executive team.

James (Jim) Neelley has been appointed vice president, finance assuming responsibility for all the company's financial and accounting functions while Michael (Mike) Lipski has been appointed vice president, sales and marketing.

Neelley supervises the management of all financial transactions related to Ride Control, LLC aftermarket and OE businesses for the U.S., Mexico and Canada, as well as forecasting and budgeting future results.

Neelley brings over 25 years experience to his new role having joined the company in 1982. Most recently, he was director, Finance where he guided the company through its recent acquisition and restructuring.

"Jim's integrity and dedication are critical to the company's success and we know that he will continue to deliver the highest standards of excellence in his a new role," said Lisa Bahash, president, Ride Control, LLC. "His business knowledge and financial expertise will be key to the company's success moving forward."

Neelley holds a Bachelor of Science degree in Accounting and Business Management from Lipscomb University in Nashville, Tenn.

Mike Lipski joined the company in 2008 as director, aftermarket sales. In his new capacity he will be responsible for aftermarket and original equipment sales, as well as business strategy and marketing for Ride Control, LLC in the U.S., Canada and Mexico.

"Since Mike joined our team, he has led many actions to help us realign customer channels, attract new customers and improve customer relations," said Bahash. "We look forward to his leadership and focus as we move forward to achieve new sales targets, execute business strategies and drive our marketing to the next level in this new role."

Lipski brings a wealth of experience to his new role, including two years as director of sales for D&M Holdings, a supplier of branded and unbranded OEM audio systems, two years as the OEM and aftermarket recreational sales and new business development manager for River Park, and eleven years with Ford Motor Company with a broad range of experience focused on aftermarket electronics including sales, product development, product management, and special projects.

Lipski holds a bachelor's degree in business administration from Eastern Michigan University in Ypsilanti, Mich.

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