



## **Aftermarketer Club Hires Chris Ripper as Vice President/General Manager**

*Auto industry internet marketing experts add industry veteran Chris Ripper to help with high growth and to expand company role in the auto and specialty parts industries.*

Scottsdale, AZ ([PRWEB](#)) January 6, 2010 -- AfterMarketer Club, an auto and specialty parts industry internet marketing agency, has named Chris Ripper Vice President/General Manager starting on March 1, 2010. In this newly created position, Ripper will report directly to AfterMarketer Club founder and CEO, Brian Offenberger.

“Chris has outstanding credentials and is a great fit for this new position. We’re a small company growing rapidly and we realized we needed someone like Chris to continue to grow and service our customers. His 17 years of industry knowledge, marketing skills and leadership experience will help us tremendously,” said Offenberger.

“I’ve been learning from AfterMarketer Club for the past 3 years,” said Ripper. “The results they generate for auto industry and specialty parts companies with internet marketing are second to none. I’m thrilled to be leading this company through such an exciting growth period and such an important time for industry members.”

Prior to AfterMarketer Club, Ripper served as Vice President of Sales and Marketing for Chux Trux, Inc., a Missouri-based retailer of truck and automotive accessories. He started his career with Service Merchandise, rising through the chain to become a store manager.

Ripper is quite active in the automotive and specialty parts industries. He’s a Select Committee Member for the Specialty Equipment Market Association’s (SEMA) Light Truck Accessories Alliance. He’s a member of SEMA’s Data Tool Design Task Force, is a founding member of SEMA’s Suspension Task Force, and is a consultant to the SEMA Education Institute.

Ripper studied Business Administration and Marketing at Missouri State University and will be working out of an office in the Kansas City, Missouri area.

### About Aftermarketer Club

AfterMarketer Club helps auto industry and specialty parts companies rev up online sales. Founded in 2008 with headquarters in Scottsdale, Arizona, the company teaches internet marketing best practices and performs internet marketing services for small and mid-size auto industry, motor sport and specialty parts companies, including website development, social media marketing, email marketing, search engine optimization, and other marketing services.

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