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**FOR IMMEDIATE RELEASE**  
January 8, 2024

### **MOTION NAMES NEW SVP STRATEGY & MARKETS**

**Birmingham, Ala.** – Motion Industries, Inc., a leading distributor of maintenance, repair and operation replacement parts, and a premier provider of industrial technology solutions, named Chris Cleland to Senior Vice President of Strategy & Markets, effective immediately.

Mr. Cleland’s career spans over 25 years in consulting, strategy, marketing, branding, e-commerce, business development, and transformation. In his previous role as Principal Consultant at Cummings Creative Group (CCG), for the past 20 years, he led multiple successful initiatives across several industry verticals, driving growth and innovation for clients—including 12+ years consulting with Motion on marketing and strategy projects. Prior to his time with CCG, Mr. Cleland gained valuable experience as President/Owner of LithoSigns and as a Sales Manager with Citadel Broadcasting.



*Chris Cleland*

In his new role, Mr. Cleland will lead the Company’s strategy development for its business groups, plus the e-commerce and digital teams. He will report to James Howe, Motion’s Executive Vice President – Chief Commercial Officer/Chief Technology Officer.

“Chris brings a wealth of experience and expertise to our team,” said Mr. Howe. “His impressive track record in innovation and transformation makes him a perfect fit for guiding our companywide strategic planning process and shaping our future growth and success. We look forward to an exciting journey ahead.”

Mr. Cleland graduated from The University of Alabama at Birmingham (UAB), earning a Bachelor of Science in Business.

### [Download the Motion Press Kit](#)

#### **About Motion**

With annual sales of over \$8 billion, Motion is a leading industrial distributor of more than 19 million parts and supplies, including bearings; mechanical power transmission products; electrical and industrial automation components; hose, belting, and gaskets; hydraulic and pneumatic components; process pumps; industrial and safety products; seals and accessories; and material handling products and solutions. To increase customers' productivity, the Company offers many value-added services, including engineering, fabrication, repair, and Industry 4.0 solutions across these product groups. In addition, Motion Automation Intelligence (Motion Ai), Motion Conveyance Solutions and Motion Repair & Services were formed to offer a wide range of specialized, related products and innovative solutions for many applications.

Motion North America expanded its footprint in 2022 to include Kaman Distribution Group and now has over 600 branch and service center locations and 19 distribution centers. Motion Asia Pacific has 150 locations and 16 distribution centers in Australasia. Motion serves more than 200,000 OEM and MRO customers in the equipment and machinery, food and beverage, pulp and paper, iron and steel, chemical, mining and aggregate, petrochemical, automotive, semiconductor, wood and lumber, medical and pharmaceutical industries. Motion is a wholly owned subsidiary of Genuine Parts Company (NYSE: GPC). Visit our website at [www.Motion.com](http://www.Motion.com).

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