



Missy Rogers

National Accounts Manager

Tredit Tire & Wheel Co.

“**T**rial by fire” is how Missy Rogers launched her career with Elkhart, Ind.-based Tredit Tire & Wheel in 2005.

“I knew nothing about tires and wheels,” says Rogers. “I started at the time of Hurricane Katrina; it was very fast-paced and helped me to learn the products. ... I learn better that way. I like to get right in it and just figure it out.”

Rogers is the national accounts manager for the company that services OEMs and the aftermarket segment for towable trailer applications. She started out in inside sales thanks to the suggestion of then-neighbor and mentor, Jeff Stevens, (now the company’s quality and compliance manager), who thought that she would be a good fit.

“Literally, I am homegrown. I was in retail management for 10 years prior to Tredit,” she says.

Over the first few years, Rogers admits that she learned a lot of lessons from the customers.

“I had some pretty tough ones who were rough around the edges, but they taught me how to find the answers before I walked in the door,” she says. She prospered in the job, soon becoming inside sales manager, transitioning to outside sales, and then started working on national accounts.

Rogers says she’s a firm believer in the importance of building relationships and customer support.

“There are hardworking people in this industry at every level. Everybody is very passionate about what they do,” she says. “Once you figure that out and you know there’s a lot of different personalities, and that’s OK, you realize that everybody pretty much has the same goal.”

Rogers’ biggest career challenge, she says, was building her industry knowledge.

“When I felt insecurities early on, it was mainly due to my inexperience with a given situation. I tried to learn from issues and move on,” she says. “It’s all in how you take care of the customers in tough times. When

you truly care about them, believe in your own team and what you stand for, it comes through and builds trust.”

When asked about advice for others who are new to the industry, Rogers says, “Based on my experience, just let your job do the talking. Work hard. Focus on your goals and make sure that you’re doing the best that you can, with honesty and integrity.”

She says she considers herself lucky to be working with others who also have a passion for their jobs.

“Our product is such an important safety feature, it’s literally where the rubber meets the road. It’s not just a commodity. Everyone on our team wants the end-user to have the best product they’re looking for. It’s humbling. When you know you’re doing the right thing it’s more fulfilling.”

Rogers says she is thankful to her husband of 28 years, Jimmy, and two daughters for supporting her. She says that her work/life balance is more manageable now that their kids are grown; she and her husband even had time to go snowmobiling this year.

“Switching off – I didn’t use to. It’s in my nature to worry. I am a people pleaser, which is a great trait, but ...,” she laughs, “it can still be difficult to turn it off, but I’m getting better at it.”

