



ALICIA A. SMALES



Vice President of Marketing Snap-on Tools

Alicia Smales leads strategic marketing initiatives, brand management and marketing communications for Snap-on Tools, one of the largest non-food franchisors in North America. Her team focuses on improving the customer connection through all touch points including advertising, public relations, event marketing, e-commerce, motorsports and store merchandising. It is also leveraging social media and other grassroots efforts to increase customer insight and engagement with various market segments. She joined the corporation in April, 2007.

Prior to joining Snap-on, Smales worked for Hilti, Inc., a manufacturer and marketer of power tools and fasteners for the construction trade. Prior to Hilti, Smales spent 20 years in the sporting goods industry, working for notable brands such as Wilson Sporting Goods, Brunswick and Coleman Camping Products.

Smales holds a Bachelor of Science degree in Business Administration from Oklahoma State University and an MBA from Dominican University.