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Auto Parts Super Stores
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**FOR IMMEDIATE RELEASE**

**Parts Authority Announces Danielle Rickerson as Senior Vice President of Marketing & Communications**

**Lake Success, N.Y., Oct 28, 2026** – Parts Authority, one of the leading national distributors of automotive replacement parts, tools, and equipment, today announced the promotion of Danielle Rickerson to Senior Vice President of Marketing & Communications. In this expanded executive role, Rickerson will provide executive oversight of the company's marketing and communications functions, with a focus on strengthening the Parts Authority brand and aligning marketing initiatives with the company's broader commercial and growth objectives.

Rickerson brings more than two decades of experience in the automotive aftermarket, with leadership experience spanning sales, marketing, communications, and commercial strategy. Throughout her career, she has built a strong track record of driving growth, developing teams, and connecting strategic marketing initiatives to measurable business results.

Prior to joining Parts Authority, Rickerson held executive leadership at NPW, where she served as Vice President of Sales & Marketing. Her experience across both sales and marketing provides a unique perspective on the aftermarket and the evolving needs of customers, suppliers, and the independent automotive repair community.

As part of the expanded leadership structure, Jacqueline Rodriguez will continue in her role as Vice President of Marketing, working closely with Rickerson and the broader commercial organization to advance Parts Authority's marketing strategy and initiatives.

"Danielle's depth of industry experience and her ability to connect marketing strategy with commercial performance make her a tremendous asset to our leadership team," said Eric Schwartz, Chief Commercial Officer. "She understands this industry from multiple perspectives and brings a strong focus on growth, collaboration, and results. We are excited to have her provide executive leadership across marketing and communications while continuing to build on the strong talent and capabilities already within the organization."

Rickerson's promotion reflects Parts Authority's continued investment in leadership and its commitment to building a strong, unified commercial organization positioned for long-term growth.

**About Parts Authority:** Founded in 1973, Parts Authority is one of the largest distributors of automotive and truck parts to the aftermarket auto parts industry in the United States. It serves customers in the commercial channel, including installers, dealerships, fleets, and national accounts, as well as in the e-commerce channel. Headquartered in Lake Success, NY, Parts

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Authority operates over 325 locations across the Northeast, Mid-Atlantic, Southeast, Mid-West, Pacific Northwest, and Southwest. The company has grown through both organic initiatives and strategic acquisitions, expanding its geographical footprint significantly over the past several years.

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