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Omnisource hires Hill as Radar territory manager

Tire Business

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Omnisource United Inc. has hired Casey Hill as territory sales manager in North America for Radar Tires.

ARLINGTON, Texas — Omnisource United Inc. has hired Casey Hill as territory sales manager in North America for Radar Tires.

Hill, with more than a decade of leadership and sales expertise, will focus on driving brand growth, enhancing sales performance and developing innovative strategies to expand the Radar

brand's presence across the region.

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According to [Ominisource](#), Hill has experience as a mentor, developing performance metrics and delivering customer solutions. The company said Hill has "consistently built strong relationships, resolved conflicts, and led teams to exceed sales goals."

[Rob Montasser](#), vice president of Radar Tire, North America, said that Hill's proven success in sales leadership and innovative strategy development aligns perfectly with our commitment to delivering exceptional, affordable products to our customers. We're confident that Casey's expertise will be instrumental in further strengthening Radar Tires' footprint across North America."

Hill said he is "passionate about creating value through strong partnerships and helping independent tire dealers to grow their business profitably. I look forward to building on Radar Tires' legacy of innovation and excellence."

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