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Hannah named territory sales manager for Radar Tire

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Karl Hannah

ARLINGTON, Texas — Omnisource United Inc. has hired Karl Hannah to be a territory sales manager for the company's Radar brand in North America.

Omnisource said Hannah will focus on growing the Radar RED dealer program and the Radar brand in general, strengthening relationships with distribution partners and driving sales growth across the region.

Prior to joining Omnisource, Hannah worked at Sumitomo Rubber North America Inc., where he spent six years in various roles. He began his career in the tire industry in a retail store in Sacramento, Calif.

Rob Montasser, vice president of Radar Tire, North America, said Hannah's experience, "coupled with the fact that he is an off-road and outdoor enthusiast outside of work, makes him a perfect fit for the Radar brand. Karl's breadth of knowledge and general enthusiasm around the products is just what we need to help us grow the Radar brand throughout his territory."

Hannah said he looks forward "to proliferating the Radar RED program throughout my territory. Most importantly, I look forward to taking Radar Tires to new heights in the industry."

Hannah is the third territory manager hired by Omnisource in recent weeks. Earlier the company hired [Casey Hill](#) and [Brandon Evans](#) for those roles.

Arlington-based Omnisource United is a subsidiary of tire brand owner Omni United Ltd.

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