

## Ralph Dimenna Named Chief Revenue Officer at Decisiv, Inc.

Commercial trucking executive brings three decades of industry experience to lead Decisiv's acceleration of their sales, partnering and new market development

**GLEN ALLEN, VA – October 20, 2021**

Decisiv, Inc., the industry leader in Service Relationship Management (SRM) solutions, announced today that Ralph Dimenna has joined the company as Chief Revenue Officer. The industry veteran will head Decisiv's efforts to expand the ecosystem of asset service management solutions and services that Decisiv is providing to fleets, service providers and OEMs across North America and internationally.

"Ralph Dimenna brings extensive experience in commercial trucking, product-as-a-service and fleet management solutions to Decisiv as well as expertise in developing and scaling business models to deliver performance and growth," said Dick Hyatt, President and CEO of Decisiv. "His success as a transformative leader who builds high performing teams by promoting innovation, agility and resiliency will benefit Decisiv greatly as we expand across North America and globally."

Prior to joining Decisiv, Dimenna served for 27 years in a variety of leadership roles at Michelin. Over the past nine years he was the tire manufacturer's President, Global Services and Solutions, COO of Michelin Americas Truck Tires and Senior Vice President, Global Incubator Programs. Previously, Dimenna held technical vice president and technical director positions in North America and Europe.

"I am thrilled to join the team at Decisiv," Dimenna said. "It's a truly dynamic, innovative and industry leading company transforming the service supply chain with customer-focused software and data solutions. Leading the efforts to expand and scale Decisiv's suite of solutions to meet our customers' needs is an exciting and passionate mission."

Dimenna holds Bachelor and Master of Science degrees in Mechanical Engineering from the University of Illinois Urbana-Champaign and has attended executive education programs in Marketing at Northwestern University - Kellogg School of Management, in Finance at the London Business School, and in DEI at Furman University.

### **About Decisiv, Inc.**

Virginia-based Decisiv is the provider of the largest asset service management Ecosystem for the commercial vehicle industry. The SRM platform is the foundation for the nearly 5,000 service locations across North America that manage more than 3.5 million service and repair events for commercial vehicles annually. Through Decisiv's SRM platform, dealers, service providers, manufacturers, and fleet and asset managers can communicate and collaborate during every service event. The SRM solution streamlines the entire asset service management process bringing all the necessary diagnostic, telematics and asset information together for all participants, and delivers it at the point of service. This level of connectivity and collaboration drives an unrivaled level of service performance and asset optimization that gets trucks back on the road faster so fleets see higher revenue per asset and lower costs. Service providers using SRM establish efficient communication, better controls, and increased productivity in service operations that enables them to become trusted partners to fleets. For manufacturers, SRM enhances the value of service networks and provides data and analytics to help develop more reliable and efficient commercial assets

Mark Wasilko  
VP, Marketing  
(804) 762-4153 x303  
[www.decisiv.com](http://www.decisiv.com)