

High Bar Brands names Phil Treier Chief Operating Officer

Treier brings more than 25 years of operational experience to HBB

OWATONNA, MN, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- [High Bar Brands](#) (HBB), a leading supplier to the commercial vehicle industry, has named [Phil Treier](#) Chief Operating Officer, effective September 8, 2026.

Treier brings more than 25 years of experience in the automotive and aftermarket industries, with a career that has evolved from engineering and product development to manufacturing and operational leadership.

"Phil brings extensive experience leading complex, multi-site manufacturing organizations through periods of growth and change," said HBB President and CEO Christopher "CT" Thorpe. "He is a collaborative, hands-on leader who understands how to translate strategic priorities into disciplined execution while developing strong teams."



HBB COO Phil Treier

Treier most recently served as Executive Vice President – North America / APAC Operations at First Brands Group, where he led a broad range of global operational functions.

“

I believe you win with people.”

Phil Treier, HBB COO

“HBB has built a set of brands that are respected and relied upon across the industry, and I was impressed by the passion of the leadership team from the beginning,” Treier said. “I’m excited to work with the team to build on that foundation, improve operational performance and

customer service, and create the processes needed to support the company's continued growth.”

During his career, Treier has led large-scale operational transformations, including integrating 43 operational sites involving approximately 8,500 employees. He has also led significant manufacturing, supply chain, and operational improvement initiatives.

In his new role, Treier will focus on strengthening HBB's operations and supply chain while helping create consistent processes across the company's growing portfolio of brands.

"Phil's biggest opportunity is to bring greater alignment and consistency across our operations while building on the strengths already present within each of our businesses," CT said. "Phil will also play an important role in developing our leadership team and positioning HBB for its next stage of growth."

"I believe you win with people," Treier said. "Building a culture in which employees understand the business strategy and feel empowered to identify issues and improvement opportunities is essential to unlocking the potential of our people and supporting HBB's continued growth."

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About High Bar Brands

High Bar Brands, LLC, is the preferred solutions provider to the commercial vehicle industry with our family of iconic brands. Driven by innovation and an entrepreneurial spirit, we strive for total customer satisfaction through our passionate team and superior products.

Our portfolio includes BettsHD, Dieter's/Panelite, Globetech, Minimizer, Premier Mfg, and Viking Mud Flaps. These iconic suppliers have proven processes and a customer-centric approach that has forged a special connection with drivers, fleet owners, and maintenance managers across North America, Central America, and South America. Their feedback is crucial to R&D and has helped our team design and develop numerous patented technologies.

High Bar Brands is renowned for go-to-market strategies supported by a powerful distribution network. We pride ourselves on delivering our message of quality and service throughout our distribution network to the end user.

High Bar Brands is proud to be a member of the toughest industry. Driven by customer needs, their success is what drives our business.

Steve Hansen

High Bar Brands

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