



**Equipment & Tool Institute**  
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**Brian Plott**  
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Brian Plott has been in the professional automotive tool and equipment industry for over 30 years. He started his career with Bear Automotive Equipment in the late 1980's bringing engine analyzers, 4-wheel alignment, and other test and service equipment to the aftermarket auto repair industry. Brian joined Snap-on Tools in 1992 as an Equipment Sales Manager and over the course of the next 19 years, he held positions in sales management, product and program management, as well as new business development for both the aftermarket and OEM sides of the business.

Brian left the automotive industry for a brief time to join Hobart Service as VP of Sales U.S., but soon found himself drawn back to the industry he loves. He joined Bosch in 2013 managing sales for their mobile tool distribution channel managing business with Snap-on, Mac, Matco, and Cornwell.

Today, Brian is the Executive Director of the Equipment and Tool Institute (ETI), working to advance the evolving automotive aftermarket equipment and tool industry. In his role, he is focused on enhancing collaborative relationships between global auto makers and aftermarket equipment and tool manufacturers,



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ensuring a viable automotive aftermarket for years to come. Brian is a graduate of Carthage College in Kenosha, WI. He is an avid “family man” with 5 children, their spouses, 6 grandkids and two more on the way. He does, however, find time to indulge his passion for auto racing, especially Indy Car.

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