



WILL ROLAND

Senior Vice President and
Chief Marketing Officer

Will Roland is Senior Vice President and Chief Marketing Officer for The Goodyear Tire & Rubber Company. In this role, which he assumed in 2024, Roland plays a pivotal role in steering Goodyear's brand and marketing strategies, driving top-line actions and brand optimization initiatives outlined in the company's Goodyear Forward plan, using advanced analytics and market insights to inform decision-making, drive innovation and identify opportunities for growth and increased profitability.

Roland was previously senior vice president Media, Consumers, Analytics and Digital for Stellantis North America. In that role, Roland led the integration of data, analytics and insights into influential consumer marketing channels. Roland also previously served as president of Solutions for Publicis Media, overseeing data and platform management, advanced analytics, data science and applied marketing strategies.

Roland received his Bachelor of Science degree in Marketing from Clemson University. He serves on the alumni advisory board for the University's Erwin Center for Brand Communications and serves on the client advisory board for iSpot.