



Media Information

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HOPEWORKS ELECTS BRIAN SIMMERMON TO ITS BOARD

Subaru of America, Inc. CIO to Help Lead Technology-Focused Youth Development Organization

Camden, N.J., Oct 1, 2018 - Hopeworks, a nonprofit youth training and development organization, today announced that it has elected Brian Simmermon to its Board of Directors. Simmermon is the Vice President and Chief Information Officer (CIO) of Subaru of America, Inc. In his role as a member of the Board, Simmermon will be responsible for developing a strategic vision for the organization and providing oversight.

"Brian has proven his technological leadership at Subaru, and we're excited that he will be contributing his expertise to our community at Hopeworks," said Brad Aronson, chairman of the Board of Hopeworks. "More important than that, he's a great guy with a kind heart. We've benefitted from knowing him over the past few years, and we're so proud that he's decided to dedicate so much of his time and effort to Camden through Board service."

Brian Simmermon has been VP & CIO for Subaru of America, Inc. (SOA) since 2005. SOA, headquartered at a zero-landfill office in Camden, NJ, markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers nationwide. Simmermon's innovative and strategic vision coupled with his team's collaboration on successful implementations of business and technology projects has enabled Subaru to triple its market share and reach record high sales over the last ten years while increasing customer loyalty and strengthening the relationship with its retail network. Prior to joining SOA, Simmermon was SVP at QVC and was VP, CIO and COO (European Operations) at the Franklin Mint. Simmermon participates in Oracle's CIO Customer Advisory Council and the Society of Information Management Professionals as a board member and chair of a CIO roundtable. Simmermon is a Rowan University alumnus.

"I deal with companies and people from all around the country, but I get the most satisfaction from seeing youth development in action and look forward to helping Hopeworks achieve its mission of using education, technology and entrepreneurship with our local, Camden-based youth," said Simmermon.

Hopeworks is hosting its annual dinner on October 11th. More information and tickets are available at <https://hopeworks.org/ways-to-help/#events>.

About Hopeworks

With a focus on education, technology, and entrepreneurship, Hopeworks helps young people transform their lives.

Hopeworks trainees learn state-of-the-art computer applications such as geographic information services (GIS) and website development, as well as the necessary professional skills to land future employment.

Since its founding in 2000, nearly 3,000 young people have become Hopeworks trainees and become connected to life-changing opportunities where their growing technology skills go to work for enterprising businesses within the community. Hopeworks has been recognized regionally and nationally by organizations such as The Scattergood Foundation and the Greater Philadelphia Chamber of Commerce. More at www.Hopeworks.org.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan.

Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation.

SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).