Roger Crawford has led Fontaine Parts Connection since the aftermarket company was spun off of Fontaine Fifth Wheel at the beginning of 2008. He also continues to serve on Fontaine Fifth Wheel’s senior staff.

Fontaine Parts Connection is dedicated to providing fleets with Genuine Fontaine Parts, fifth wheel maintenance training, tools and support through truck dealers and independent distributors. And while Fontaine Parts Connection is a relatively new venture, Crawford’s history with Marmon Highway Technologies (MHT), Fontaine’s parent organization, spans 24 years.

He was hired by Fontaine Truck Equipment Company (now Omaha Standard Distribution) in 1985. After working in the administrative services and inside sales departments, he was named assistant general manager in 1987. In 1989, he was promoted to general manager, with complete responsibility for the Birmingham, Ala., operation. In 2000, Crawford’s achievements, including doubling his operation’s sales over 10 years, earned him a new position. He was appointed president of a newly formed Fontaine company, First Source Services. First Source Services focused on the wholesale truck equipment market, supplying products and services to truck equipment operations nationwide. First Source Services also handled Fontaine Fifth Wheel’s aftermarket sales.

Crawford came to Fontaine Fifth Wheel as director of special products in 2003. He spent two years conducting an 80/20 analysis and implementing lean systems at the company’s office and manufacturing facility. When that project was complete, Crawford was promoted to vice president of international sourcing for MHT. In this role, he worked with eight MHT companies on sourcing products from international suppliers. His primary responsibility was identifying parts that could potentially be outsourced and developing a network of quality suppliers.

In 2007, Crawford was asked to bring his aftermarket expertise back to Fontaine Fifth Wheel to help develop and launch Fontaine Parts Connection. Crawford was instrumental in structuring and opening the company, including hiring personnel, establishing customer relationships, refining the product line and analyzing the market to identify additional opportunities.

Crawford earned a bachelor’s degree in management from the University of Montevallo in Montevallo, Ala. He enjoys sports, outdoor activities and volunteer work.

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