

# April VIP Winners!



**Purchasing, Addison**

## Jessica Metz

Nomination 1: For the meaningful way you demonstrate community, integrity, and passion in all that you do. You foster a strong sense of community by supporting others, building genuine connections, and creating an environment where everyone feels respected and included. Your integrity is evident in your actions—you lead with honesty, accountability, and a commitment to doing what's right. Your passion brings energy and purpose to your work, motivating those around you and making a lasting impact. Thank you for living these values and for the positive difference you make every day.

Nomination 2: Jessica's seasonal forecasting and planning processes have put Parts Town in a great position to win during the HVAC cooling season. Through the end of April, we are having a record setting month for HVAC service levels, while achieving our best sales EVER. This is directly related to the work Jessica has done over the past year and the processes she has put in place. We are positioned to win BIG with HVAC based on our inventory position.



**ECommerce, Addison**

## Kaha Kitiashvili

Nomination 1: I'd like to recognize Kaha Kitiashvili, Senior Software Quality Assurance Analyst on the Bridge Builders team, for his outstanding contributions and unwavering commitment to excellence. Kaha works tirelessly to ensure our code meets the highest standards. He is thorough in his testing and consistently challenges the team to make the right decisions, helping us deliver a reliable and seamless experience for our customers. His insight and thoughtful feedback play a critical role in shaping the quality of our website. Beyond his technical expertise, Kaha demonstrates a deep dedication to both the team and the high standards our platform requires. His passion for quality and continuous improvement truly sets him apart. Thank you, Kaha, for your hard work, commitment, and the positive impact you make every day.

Nomination 2: Parts Town is extremely fortunate to have someone like Kaha. He deserves a core value award every single day. His passion and 'genuine' dedication are unmatched, and he brings it every single day to work. Sometimes I wonder if he is even working while sleeping, dreaming about how best to improve and how to make everyone's work-life better. Maybe I am bragging, but I want to share how proud I am to have such an invaluable member in our team. Kudos as always, Kaha!!



IT, Phoenix

## Sergio Cortez

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I am nominating Sergio for his dedication to safety in GFC PHX. Although he is in the IT department, Sergio stepped in to cover the vacant safety role for approximately three months. During this period, he spearheaded incident reporting and reviews, led countermeasure meetings, and served as the safety point of contact with a positive attitude AND enthusiasm! Since my arrival in mid March, Sergio has brought me up to speed and continues to make himself available to discuss and promote safety. I am so impressed by his commitment to our values and grateful for the support he provides to the team!



Marketplace, Addison

## Diana Soro-Baeza

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I wanted to take a moment to recognize Diana for some exceptional work that had a meaningful impact on our Same Day Delivery operations and strongly reflects the core values at Parts Town. Diana recently identified a pattern of poor performance within the Roadie network in the Houston market, something that had not yet been surfaced by Roadie themselves. Rather than treating the issues as isolated incidents, she connected the dots, escalated it appropriately, and partnered with the Roadie team to investigate further. Her ability to step back, recognize patterns, and take ownership reflects what we mean when we talk about being customer-obsessed and driving results. She didn't wait for the problem to become visible at scale. She trusted her instincts, leaned into the data, and acted quickly to protect the customer experience. Because of her initiative, Roadie is now working through performance gaps in that market. Diana didn't just flag a problem; she helped us get ahead of one. I wanted to make sure her work didn't go unnoticed.



Accounting, Plattsburgh

## Laurel Larosa

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I would like to nominate Laurel Larosa for a VIP award. Every interaction I've had with her has been exceptionally positive, and I genuinely look forward to collaborating with her, especially on projects that have historically been difficult to tackle. She approaches each challenging account or process with an open mind, taking the time to understand both the business impact and the customer's needs. Rather than seeing obstacles, she consistently views challenges as opportunities and is always seeking better, more efficient ways to streamline processes and support the business. Beyond her strong professional support, she is also incredibly personable and a pleasure to work with. It's refreshing to partner with someone who brings both expertise and positivity to every interaction. Thank you for all the great work, you are truly appreciated by me and my team.



Marketing, Addison

## Marissa Estrada

I am proud to nominate Marissa Estrada for a VIP award. Since joining Parts Town last year, Marissa has brought an incredible blend of passion, creativity, and forward-thinking energy to our social media efforts. She has quickly become a driving force behind how we showcase our OEM partners and how we present the Parts Town brand to the industry. Marissa is always pushing for what’s next. She continually looks for new ways to innovate, whether she is reimagining our Manufacturer Monday formats, finding more engaging ways to highlight OEM stories, or building social strategies that amplify our SEO content and strengthen our industry presence. Her ability to pair bold ideas with smart strategy has made a noticeable impact on how we show up online.

Our social channels are often the first place OEMs, customers, and potential Townies experience who we are, and Marissa plays a key role in making that experience authentic, energetic, and unmistakably Parts Town. She has been a fantastic addition to the marketing team, bringing enthusiasm, collaboration, and a genuine commitment to elevating our brand. I am excited to see what creative idea she brings to life next. Marissa truly embodies the spirit of innovation and partnership that makes Parts Town special, and she is highly deserving of VIP recognition.



Chains, Addison

## Nicolette Karas

I would like to nominate Nicolette Karas as VIP. Nicolette has her finger on the pulse of our Chains segment. She is passionate about providing excellent customer service and will do everything possible to provide updates and answers. Nicolette is very knowledgeable and works very hard to share that knowledge with her team. Part of Nicolette’s integrity is that she does not cut corners when it comes to resolving the most challenging of situations. Nicolette is always asking questions, challenging the norms and does it all with such a fun and friendly demeanor. She truly understands the big picture and deserves to be recognized as a VIP for April.

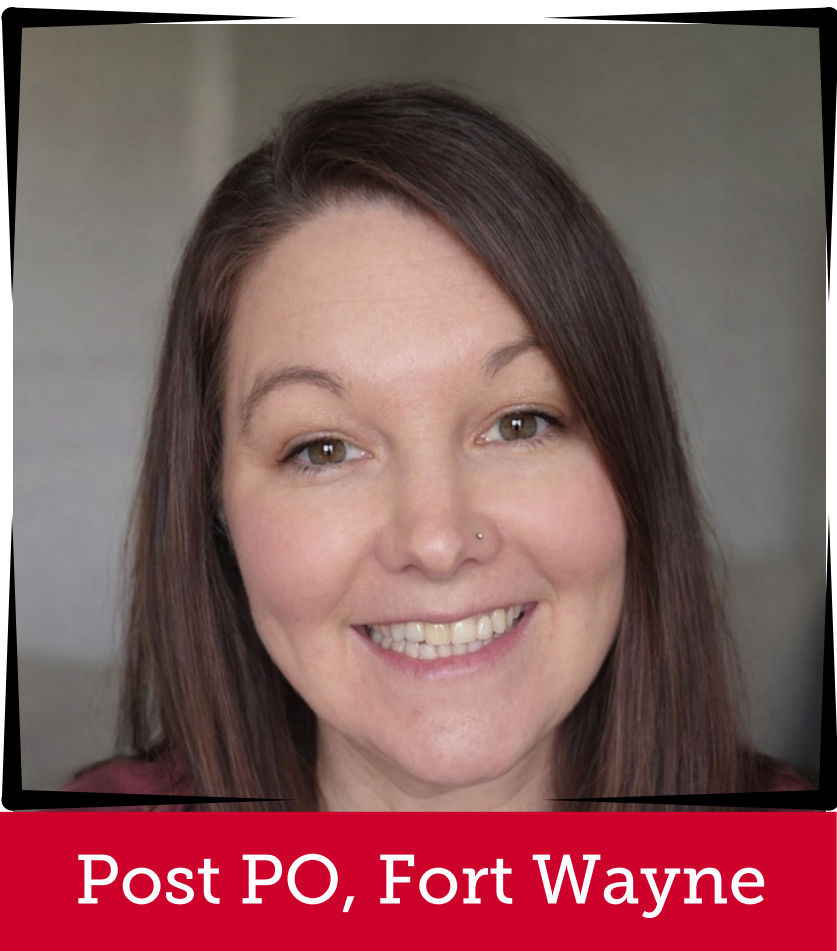


Talent, Addison

## Rachael Yoder

I would like to nominate Rachael Yoder for a VIP Core Value Award. Rachael consistently embodies what Parts Town stands for, bringing our core values to life in a meaningful and impactful way. Her curiosity and willingness to explore her role, dive deeply into our culture, and improve how we communicate as a team, is helping move Parts Town forward. In a little over a year, Rachael has developed a strong understanding of our core business and has already made a noticeable impact. She has identified gaps in both training and processes and has taken the initiative to enhance them through creative and effective approaches. Her use of alternative training methods has made learning more engaging and accessible for the team. She promotes herself as a resource which I find so valuable to an organization.

What truly sets Rachael apart is her natural, approachable style. She fosters an environment where team members feel comfortable expressing themselves, which encourages openness and deeper engagement during training. Rather than forcing participation, she creates space for it to happen organically—and that makes all the difference. Rachael’s contributions are already elevating the organization, and her influence will continue to help Parts Town reach the next level. We will continue to be better together because of Rachael.



Post PO, Fort Wayne

## Samantha Brookhart

I nominate Samantha Brookhart as April VIP. Samantha embodies all of our core values. I think she was born with them. She is a wealth of knowledge and has great relationships with our manufacturers, her teammates, customer service and every other group we have. Samantha is fearless when it comes to embracing change, taking on new challenges, and inspiring others. She has a passion to provide solutions and delivers like a rockstar. Her integrity shines so bright as she ensures her tasks are resolved in an efficient and effect manor. Samantha is courageous in that she will not shy away from anything that comes her way. She also makes time to be part of our community and interacts with every team member and others outside of her team with gusto. Samantha is as strong player and deserves this VIP award. Thank you for all you do, Samantha!



Purchasing, Addison

## Susan Martinez

Nomination 1: Susan is a ROCKSTAR! Even while managing an increased workload this year, she remains willing to support her peers, always with kindness and patience. Thank you for always working hard to make our team successful Susan, we appreciate you!!

Nomination 2: Susan plays an integral role as a purchasing buyer. She works efficiently, friendly and is extremely thorough. Susan provides excellent service with the utmost integrity to our manufacturers, vendors, Post Po team, Purchasing Team and it trickles all the way down through customer service and to our customers. Susan’s commitment to help improve service levels by having regular meetings with our manufacturers and collaborating with Planning provides the support to those around her who rely on it. She is also very knowledgeable and has the courage it take to run some of these meetings herself. This, in turn, lends itself to her sense of community by building strong relationships with a wide variety of teams within Parts Town. Susan is reliable and always has a smile on her face and in her voice. She truly deserves to be recognized as top VIP. Thank you for all you do, Susan!

Nomination 3: Susan’s attention to detail and willingness to go the extra mile is enabling us to achieve record HVAC service levels. She is quick to respond and eager to help make sure we are always in sync with our Manufacturers from a buying/PO standpoint.