



## G.S. Sareen, President & CEO of Omni United

Gajendra Singh (G.S.) Sareen is the Founder, President and CEO of Omni United, one of the fastest growing global companies in the tire industry. He founded Omni United in 2003, after having identified the market opportunity available to an agile, efficient, customer-service oriented and design-driven global tire supplier, with state-of-the-art logistics and supply chain management. Under his direction, Omni has become a leader in the design, manufacturing and distribution of tires worldwide, offering a complete range of products and service solutions to its customers in over 80 countries.

Sareen has always believed in Speed, Innovation, Sustainability and Social Responsibility as the core principles of the company's vision. In 2011 Omni launched the Mobilizing Hope campaign through which the company supported the Breast Cancer Research Foundation. In early 2012 Sareen set the strategic goal for Omni United to become the first tire company in the world to become carbon neutral. This was achieved through the Radar Tires brand in late 2013. In November 2014 Omni United introduced Timberland Tires, a premium tire brand, with sustainability at its core, established through an innovative partnership with global outdoor lifestyle brand Timberland. When Timberland Tires wear out, they are reclaimed and recycled into the outsoles of Timberland footwear. In October 2015, Omni United acquired Interstate Tire Distributor (ITD), a wholesale distributor of tires

based in California.

Prior to founding Omni United, Sareen was an early entrepreneur in the booming online e-commerce industry. He successfully launched, managed and subsequently sold mindtrac.com, one of the first B2B online market exchanges in the tire industry, backed by JP Morgan.

Sareen is an alumnus of the Daly School in Indore and the Science College in Bhopal, Madhya Pradesh, India, and is a decorated and distinguished member of the Indian Army where he served for close to seven years. He was awarded a gallantry award for action in 1993 by the President of India.

Throughout his professional career, Omni United and Sareen have received numerous entrepreneurship and corporate leadership awards, including the "Singapore Fastest Growing Company Award", the "Singapore Entrepreneur of the Year Award" and the "CNBC Business Emerging India Award". Most recently in 2012 Fortune Magazine recognized him as one of Asia's leading CEOs. In 2013 he received the "Distinguished Business Leader Award", by Singapore's SME 500 and the "DBS Insignia Spirit of Vision Prestige Award". Recently, Omni United has been included in the prestigious Singapore E50. In the brief time since its launch Timberland Tires has also received numerous innovation and sustainability awards.