

Tom Carter
James Thomas Carter
111 Rapid River Trail
Greenville, SC 29615

Tom Carter earned his B.S. in Mechanical Engineering in 1981 and then completed his Masters of Science in Mechanical Engineering in 1983 at Virginia Tech. Tom has maintained his contacts with Virginia Tech and served as the president of the national Virginia Tech Alumni Association Board. For 32 years he has practiced engineering with Michelin Americas Research Center mainly in product development. Beginning in 1992, he spent 4 years with Michelin in Clermont-Ferrand, France also in product development. He has been involved in the development of products ranging from large truck tires to European winter tires and performance tires for Acura, BMW, Mercedes, Lexus and other luxury-performance sedans. From 2006 to 2007 he directed the Michelin Design School in North America. After three years working to streamline and speed the Michelin design process, he spent the next four years in Concept where he directed the Tweel Concept Team and the concept phase of the current Michelin Product – Cross Climate. Currently, Tom is the Technical Communications Director for Product Marketing, Michelin North America.

