



Wickliffe

Board member, Bill Snow, grew up in Mentor and has been a car guy all of his life - so it only made sense that he opened Rad Air Complete Car Care in Wickliffe. The first car he worked on was a 1956 Chevy Bel Air. He had a screw driver and a pair of pliers and figured out how to get it running. After college he worked in corporate sales positions with Robert Half International and Sprint. Bill then earned his MBA from the Weatherhead School of Management at Case Western Reserve University.

In February 2014 Bill opened Rad Air Complete Car Care & Tire Centers in Wickliffe. His goal was simple – to make car repair better. Bill has built a supportive and fun culture which has resulted in a great client experience and attracting the area's top talent. Through owning a shop he's been able to connect three of his passions; helping people, engaging with students, and automobiles. In partnership with the Painesville Speedway Bill created the Rad Air Rising Stars Youth Racing Program which helps drivers aged 12-16 get behind the wheel of a race car and gain valuable, on-track experience. The program also connects area students with local businesses for career exploration.