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Tonia Deal started working at age 16 for a nationwide recruiting firm based in Akron, Ohio. By the age of 18 she was traveling the nation conducting career fairs in the engineering field, while attending college at Akron University. In 1993 at the age of 23 Deal opened the doors to Tonia Deal Consultants, Inc. She accepted a search for Navistar International out of Chicago for a Director of Purchasing. Within a couple months she had spoken to over 300 individuals from the Big Three Auto Makers and ended up recruiting a candidate from Ford and subsequently went on to place over 70 individuals within Purchasing and Supply Chain at Navistar.

Deal is sole owner of her firm and a member of ISM, APICS, ASQ, and several other supply chain and diversity networks. She has been published in Purchasing Magazine several times over the years and most recently was asked to join the board of directors for the University of Akron. Her database includes over 7,000 candidates worldwide in Purchasing and Supply Chain.

Since the company began, Tonia Deal Consultants has had clients in all industries including placing over 100 candidates at American Airlines which lead them to receiving Purchasing Magazines Medal of Excellence. Other Clients over the years include Royal Caribbean, Goodyear Tire & Rubber, Honda, Ryerson Steel, Roll Royce, Electrolux, Whirlpool, Moen, Lord Corporation, Toyota, Eaton, and the list goes on. The vast amount of recruitment has been for North America. Deal has recruited for positions in China, Taiwan, Singapore, and Europe. Her company is certified by NWBOC.