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Industry veteran launches auto aftermarket advisory firm

Industry veteran Michael Welch has launched advisory firm Anglo Atlantic Group.

MIAMI — Michael Welch, a long-time tire executive who most recently led online tire retailer Tirebuyer.com, has started a new venture.

Welch has launched Anglo Atlantic, an advisory firm that supports *“investors, operators and founders” in the automotive aftermarket and mobility sectors, “navigating moments of strategic and commercial inflection.”*

According to a news release, Anglo Atlantic *“combines cross-border operating experience with tactical commercial structuring and go-to-market execution.”*

The global company will operate in three areas:

- **Strategic advisory:** It will support private-equity investors, boards and management teams on growth strategy, commercial diligence, digital transformation and value creation.
- **Operating partnerships:** It will work with founders and leadership teams to find distribution, brand and go-to-market opportunities.
- **Selective investment:** It plans to partner with capital providers and will selectively seed investment to build and scale automotive and mobility ventures.

“The automotive aftermarket is entering a period of structural change,” Welch said.

“Distribution models are under pressure, customer acquisition economics are evolving, and brand-led demand creation is becoming more critical. Anglo Atlantic exists to support investors and operators navigating that shift.”

Welch has more than 20 years of experience, building, scaling and exiting businesses in brand, distribution and digital commerce. His businesses have operated in Europe, North America and Asia, working with major manufacturers, private equity investors and retail partners.

The firm will offer senior automotive specialists across corporate finance; strategic legal and commercial advisory services; and product design, customer experience and loyalty innovation, it said.

Welch founded and previously served as president and CEO of TireScanner.com, which provides direct access to tires at local retailers. In March, 2021, American Tire Distributors Inc.'s TireBuyer.com online platform acquired TireScanner.com. He served as president and CEO of Tirescanner from 2018 to this past January.

In 2024, he also founded Treadsy Connect, an e-commerce solution for tires and installation services.

“Having built, scaled and exited businesses in both the U.K. and U.S., I have seen firsthand how similar challenges manifest differently across markets,” Welch said. “Anglo Atlantic is designed to bridge those gaps, aligning capital, operators and strategy in sectors that are ultra-competitive with operational complexity.”

Article available on **Tire Business**.

<https://www.tirebusiness.com/company-moves/mergers-acquisitions/tb-welch-anglo-atlantic-tirescanner-tirebuyer/>



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