

# IMC Welcomes Ben Eltz, CEO of DiamondBack Truck Covers to Board of Directors

written by Lauri Moon | September 21, 2022



Ben Eltz, CEO  
DiamondBack Truck Covers

IMC is excited to welcome Ben Eltz, CEO, DiamondBack Truck Covers to its Board of Directors.

Ben Eltz is the CEO of DiamondBack Truck Covers, a startup that was born at Pennsylvania State University in 2002. Ben joined DiamondBack Truck Covers eight years ago when the company was beginning the transition from garage startup to established company. In these eight years, the company has increased revenues by 300% and profitability by 600%. DiamondBack has captured 1% of the nationwide truck cover market and has its eyes on doubling that over the next three years. Ben has a Bachelors Degree from Penn State in Industrial Engineering and a Master's Degree in Finance from Indiana University.