



for  
**SEMA**  
Board of Directors

# Shaping <sup>the</sup> Future of the <sup>Aftermarket</sup>

We must protect what built this industry while preparing members for what's next

### LEADERSHIP EXPERIENCE



Fox Factory

## PRESERVE AUTOMOTIVE CULTURE



Building SEMA Experiences with MagnaFlow

- Keep the Show in the SEMA Show as the global destination for automotive culture
- Support **Leno's Law** to keep classic vehicles on the road for future generations
- Defend consumer's right to choose between ICE, hybrid, and EV platforms



"Jeff's not just part of this industry, he's one of the people out there building it and pushing it forward."

— **Chip Foose**,  
Designer & Founder, Foose Design

## PROTECT MOTORSPORTS



Leading the Camburg Race Team to Victory

- Recognize motorsports and racing as the foundation of aftermarket innovation
- Support SEMA's **Right to Race** efforts to protect racetracks and preserve access to public lands
- Keep PRI at the center of the motorsports world



"Jeff leads with a racer's mindset, pushing innovation through competition & building teams that deliver real results."

— **Mario Andretti**,  
Racing Legend

## DRIVE THE FUTURE FORWARD



Innovating with EV Partner Revolt Systems

- Support the **Right to Repair** and **Right to Modify**
- Expand access to SEMA Garage resources for ADAS and EV integration
- Ensure innovation remains accessible to companies of all sizes



"Jeff understands **INNOVATION!** He will advocate for OEM repair data, so we can do what we do best: Bring incredibly cool new technology and products to our customers."

— **Alex Parker**,  
President, Redline Detection



**Jeff4SEMA.com**

sema.org/2026-bod-candidates

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Jeff's connection to the automotive world began in the garage and grew into a successful career leading performance brands, motorsports programs, and new technology ventures. From learning about cars alongside his dad to now sharing that same passion with his own children, that hands-on foundation shapes his approach today: *protecting what built the industry while preparing it for what's next.* With experience as an executive, co-founder, and board member, along with formal board education through the Stanford Directors' Consortium, Jeff is ready to serve SEMA and help shape the future of the aftermarket.



**LET'S BUILD WHAT'S NEXT!**  
I respectfully ask for your vote.  
*Jeff Hermann*



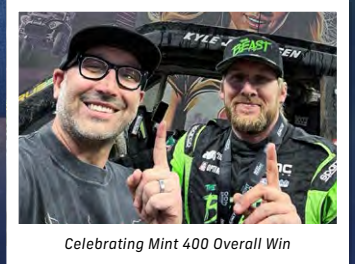
Working at SEMA International Abu Dhabi



Launching Vehicles at the Chicago Auto Show



Exhibiting with Racing Legends at the PRI Show



Celebrating Mint 400 Overall Win



**Endorsed**  
by **Industry Leaders**



"Jeff has shown extraordinary vision, persistence, and execution. He has my highest respect and full endorsement."

— **Tom Wittenschlaeger**,  
CEO Emeritus Ohlins Racing  
Past Fox Factory President

**RACERS**



**Kyle Jergensen**  
Mint 400 Overall Winner



**Joey Logano**  
NASCAR Champion



**Matt Martelli**  
CEO, Unlimited Off Road Racing Series  
CEO, Mad Media



**Roger Norman**  
Owner, SCORE International



**Richard Petty**  
NASCAR Legend



**Ivan Stewart**  
Off-Road Racing Legend

**MEDIA**



**Bud Brutsman**  
CEO, Brentwood Communications International



**Courtney Hansen**  
Automotive TV Personality



**Adrienne Janic**  
Automotive TV Personality



**Sung Kang**  
Actor, Director & Automotive Enthusiast



**Aaron Kaufman**  
Automotive TV Personality



**Rutledge Wood**  
Automotive TV Personality

**INDUSTRY**



**Kasidy Alves**  
Co-President, Scosche Industries



**Eddy Borysewicz**  
Founder & CEO, Revolt Systems



**Chris Cotton**  
VP & GM, OPTIMA Batteries



**Doug Evans**  
President JEGS Performance, SEMA Hall of Fame  
Past SEMA Board Chairman



**John Johnson**  
Owner, The Spartan Group, SEMA Person of the Year  
Past SEMA Treasurer



**Chris Nowak**  
President, Alea Leather



**Dan Paolone**  
President, MagnaFlow Group



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