



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**BOARD OF DIRECTORS
POTENTIAL CANDIDACY QUESTIONNAIRE – Round 1
2026 ELECTION YEAR**

NAME: Jeff Hermann	TITLE: Vice President, Brand and Strategy / Board Member
COMPANY: MagnaFlow Group	ADDRESS: 1901 Corporate Centre Drive, Oceanside, CA
OFFICE PHONE:	CELL PHONE:
EMAIL ADDRESS: Jeff.hermann@magnaflow.com	MEMBERSHIP CATEGORY: Manufacturer

Mark one:

If selected, I will accept a nomination as a candidate for the SEMA Board of Directors.

Thank you, but I cannot accept a nomination at this time.
(If declining, it is not necessary to complete the survey portion, simply return this page)

To be considered by the Nominating Committee as a potential candidate for the Board of Directors' election, you must complete the following survey in its entirety and return it via e-mail to Staci Bostock at StaciB@SEMA.org.

Deadline to Return Questionnaire: January 9, 2026

CANDIDATE QUESTIONNAIRE

Understand the Requirements and Your Commitment to Serve

As a volunteer SEMA board member, there will be significant demands on your time:

- The term of office for board directors is three years. [Limit is 2 consecutive 3-year terms after which you may be eligible for re-election following a minimum break in service of 2 years].
- Mandatory attendance at four (4) in-person BOD meetings along with 3 virtual board teleconferences per year that includes a long-range planning session that can take up to 2½ days. Your first board meeting after you get elected will be in July 2026.
 - Airfare (coach), hotel and travel expenses are covered for board members to attend board meetings. SEMA will reimburse up to \$100 per day for ground transportation as well as up to \$100 per day for meals while attending board meetings. Receipts will be required.
- All potential board candidates must be willing to travel outside the U.S. border, if required to do so, to fulfill their SEMA board duties.
- Support and attend industry functions.
- Be prepared to be a member of working task forces or committees as a volunteer and/or as appointed. These task forces and committees require teleconferences and/or in-person attendance and will require some work between meetings.
- Your company must support you 100% in your commitment and obligations to run and serve on the Board of Directors.
- To qualify as a candidate for the elections, **your company must be a voting member of the Association in good standing.**

Always remember that Board members represent the association.

It is the Nominating Committee's responsibility to choose individuals whom they feel are truly committed and would take the position very seriously. With that in mind, please articulate your commitment to the issues below:

- If you are selected as a final candidate, would you agree to run for a seat on the Board?

Yes

Part 1 – Personal/Professional History

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your resume and/or Bio. Describe the specifics of your current job responsibilities:

<https://www.linkedin.com/in/jefflhermann/>

I currently serve as Vice President of Brand & Strategy at MagnaFlow Group, where I lead corporate strategy, marketing and brand development, and new business ventures across a portfolio that includes the MagnaFlow and Camburg Racing brands, serving the race, aftermarket, direct replacement, and OEM segments.

In parallel, I lead innovation and new product development initiatives, including the establishment of a new division focused on advanced shock absorber and suspension technologies.

In addition to my executive role, I serve on the Board of Directors of MagnaFlow Group, providing governance, strategic oversight, and long-term enterprise guidance. I am also a board member and co-founder in two joint ventures: Foose Performance, a collaboration with Chip Foose focused on premium performance products, and MagnaVolt, a power-generation venture exploring applications across automotive EV, industrial, and defense sectors.

Earlier in my career, I served as Director of Product Management at FOX Factory, where I led product strategy for shock absorbers and suspension systems across aftermarket and OE channels. I have also held senior product and marketing leadership roles in the semiconductor industry, as well as technology leadership roles at Accel Robotics, where I served as Vice President of Product for AI-enabled autonomous retail systems.

I earned a Bachelor of Arts in ICAM (Computer Science & Media) from the University of California, San Diego, an interdisciplinary program integrating computer science, digital media, and visual design, and graduated with Provost's Honors. I have completed executive education focused on corporate governance and strategic leadership through the Directors' Consortium at Stanford University Graduate School of Business, emphasizing fiduciary responsibility, board effectiveness, and strategic oversight. I have also completed executive coursework in Mergers & Acquisitions at Columbia Business School and Strategic Marketing Planning through UC San Diego Extended Studies.

2. Indicate your historic and/or current involvement with automotive industry initiatives specifically, as well as other professional and philanthropic associations, societies and organizations you have been actively involved in:

I have actively participated in aftermarket initiatives throughout my automotive career, including engagement with SEMA programs such as the SEMA Data Co-Op, SEMA Garage, and international SEMA Business Development Programs in China and the Middle East. While my involvement has primarily been as a participant rather than a committee leader, these experiences have provided valuable insight into how SEMA

programs serve member companies of varying sizes and business models.

I am deeply involved in motorsports and off-road racing as a strategic supporter of industry programs and events. I lead racing and motorsports initiatives at MagnaFlow Group, using competition as a proving ground for product validation and brand credibility. This includes leadership of our factory race team and coordinating corporate sponsorship of the Unlimited and Best in the Desert race series.

I believe strongly in supporting those in need at a local level, and my family operates a small farm where we regularly donate fresh produce to local food banks and community organizations.

If elected, I would welcome the opportunity to deepen my involvement through board committee and task force service in support of SEMA's broader mission.

3. Please highlight specific career accomplishments including, but not limited to, patents received, product innovations, awards and recognitions, publications, marketing or business programs, presentation to business and/or industry symposiums. Share any and all significant or notable accomplishments:

Throughout my career, I have led and contributed to a wide range of product, brand, and business initiatives spanning the automotive aftermarket, motorsports, and advanced technology sectors.

At MagnaFlow Group, I have led strategic growth initiatives including the acquisition and integration of Camburg Engineering, expanding the company into off-road and performance suspension markets. I launched Foose Performance as a joint venture with Chip Foose, guiding its strategy, market positioning, and product innovation. I also lead racing and motorsports initiatives, with team wins including the Mint 400, King of the Hammers, Rage at the River, and the Laughlin Desert Classic. Each winning program has served as a test bed for prototype shock absorbers, braking systems, and steering technologies prior to broader commercialization.

I am a named inventor on a granted U.S. patent titled "*Adjustable Suspended Seat Apparatus Having Tuned Frequency-Tailored Damping Through a Stratified Seat Structure*," and currently have multiple patents pending related to next-generation shock absorber technology.

Previously at FOX Factory, I used the SEMA Show as a key platform within our annual product planning cycle to launch new and innovative suspension systems. I directed a major product tiering and rebranding initiative for premium aftermarket shock absorbers, modernizing design, livery, and positioning, which launched on FOX's first Ford Raptor aftermarket shock application. In addition, I was deeply involved in OEM program wins for FOX on top-tier truck platforms. In parallel, I led a comprehensive catalog data transformation in coordination with the SEMA Data Co-Op, converting legacy spreadsheet-based product data to SEMA-recognized Platinum status in less than one year.

Outside of automotive, as Vice President of Product at Accel Robotics, I led the development and commercialization of AI-enabled autonomous retail platforms, overseeing hardware systems, edge AI for computer vision and sensor fusion, cloud-based retail management tools, and consumer-facing mobile applications. I launched Valet Market, an autonomous retail concept that achieved rapid customer adoption and significant revenue growth, and partnered directly with executive leadership on fundraising and enterprise commercialization.

Across my career, I have regularly presented product innovations, business strategies, and technology initiatives to executive teams, industry partners, investors, and customers.

4. Please detail other boards (if any) on which you have served or are currently serving:

I currently serve on the Board of Directors of MagnaFlow Group, where I provide governance, strategic oversight, and long-term enterprise guidance across the company's portfolio of brands and business units. In this role, I also spearhead an AI initiative at the board level, exploring how artificial intelligence can be applied to product development, operational efficiency, and data-driven decision-making.

In addition, I serve on the boards of two joint venture companies. Foose Performance is a collaboration with Chip Foose focused on premium performance products, where I am involved in strategic planning, brand positioning, and product roadmap oversight. MagnaVolt is a power-generation venture exploring applications across automotive, industrial, and defense sectors, where I support governance, market strategy, and long-term growth planning.

5. Please mark each of the skill categories where you believe you possess a level of expertise:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Manufacturing | <input checked="" type="checkbox"/> Motor Sports/Racing |
| <input type="checkbox"/> Distribution/Logistics | <input checked="" type="checkbox"/> Vehicle Shows/Auctions/Exhibitions |
| <input type="checkbox"/> Supply Chain | <input type="checkbox"/> Financial Planning/Management |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Accounting |
| <input checked="" type="checkbox"/> Vehicular/Product Design/Innovation | <input type="checkbox"/> Human Resources Management |
| <input checked="" type="checkbox"/> Product Management | <input checked="" type="checkbox"/> Business Management/ Development |
| <input checked="" type="checkbox"/> OEM Design/Technology | <input type="checkbox"/> Sales |
| <input checked="" type="checkbox"/> Brand Management | <input type="checkbox"/> Business Technology |
| <input checked="" type="checkbox"/> Advertising | <input type="checkbox"/> Data Management |
| <input checked="" type="checkbox"/> Marketing | <input type="checkbox"/> Internet Utilization |
| <input checked="" type="checkbox"/> Strategic Planning | <input type="checkbox"/> Other (specify): |
| <input checked="" type="checkbox"/> Public Relations | _____ |
| <input type="checkbox"/> Crisis Management | _____ |
| <input type="checkbox"/> Regulatory Compliance | _____ |
| <input type="checkbox"/> Legislative/Lobbying | _____ |

6. Please mark each of the specialty industries where you believe you possess a level of expertise:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Off-Road | <input type="checkbox"/> Mobile Electronics |
| <input type="checkbox"/> Autocross | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Drag Racing | <input type="checkbox"/> Wheels |
| <input type="checkbox"/> Dirt Track | <input type="checkbox"/> Collision Repair |
| <input type="checkbox"/> Asphalt Oval Track | <input type="checkbox"/> Other Racing |
| <input checked="" type="checkbox"/> Street Performance - General | _____ |
| <input type="checkbox"/> Imports | _____ |
| <input checked="" type="checkbox"/> American Muscle | |
| <input checked="" type="checkbox"/> Classic Truck | <input type="checkbox"/> Other (specify): |
| <input checked="" type="checkbox"/> Modern Truck | _____ |
| <input checked="" type="checkbox"/> Overlanding | _____ |
| <input type="checkbox"/> Powersports | _____ |
| <input type="checkbox"/> Accessories | |
| <input type="checkbox"/> Restyling | |
| <input type="checkbox"/> Restoration | |

7. Help us understand your experience with SEMA and PRI:

- a. Have you attended either or both shows? Please explain:
 Yes. I attended my first SEMA Show in 2005 and my first PRI Show in 2012. In the years since, I have participated as an industry attendee, business owner, exhibitor, and executive leader. These experiences have provided a long-term perspective on the role both shows play in supporting product launches, business development, media engagement, and industry collaboration.

- b. Have you exhibited at either or both shows? Please explain:
Yes. I have exhibited at the SEMA Show since 2016 and at the PRI Show in 2025.

Most recently at MagnaFlow Group, I oversee the marketing function and was responsible for the full-scale deployment at both the 2025 SEMA and PRI Shows. At SEMA, this included the primary indoor booth in Central Hall, an outdoor rig space activation, an additional outdoor presence with the Optima Experience, and an indoor booth at the AAPEX Show. At PRI, I coordinated MagnaFlow Group's return as an exhibitor, including a high-visibility activation featuring racing legends Mario Andretti, Ivan Stewart, and Richard Petty.

Part 2 – Personal/Professional Attributes

1. What are your specific areas of expertise? What unique skills or perspective do you think you could bring to the leadership of SEMA? What business or life experience do you have that prepares you to help shape the direction of the industry?

My expertise spans product innovation, brand strategy, motorsports, and enterprise-level business leadership within the automotive aftermarket. I have built and scaled products and brands that serve enthusiasts while navigating global markets, regulatory environments, and rapid industry change. Earlier in my career, I co-founded Modern Mile, a boutique marketing and product management firm serving aftermarket manufacturers, which gave me firsthand exposure to the challenges faced by small and mid-sized SEMA member companies.

What distinguishes my perspective is a career that combines deep automotive experience with leadership roles in advanced technology sectors. In addition to my work in the aftermarket and motorsports, I held senior roles in the semiconductor industry and later served as Vice President of Product at Accel Robotics, where I led the commercialization of AI-enabled cashierless retail platforms. This background sharpened my systems-level thinking and now allows me to bring a technology-informed lens to automotive product development, manufacturing, and long-term strategy.

I have led innovation teams that move from concept to real-world validation through racing and OEM programs, while also serving in executive and board roles focused on governance, strategic planning, and long-term value creation. Having worked across aftermarket manufacturers, OEM partnerships, joint ventures, technology companies, and entrepreneurial ventures, I have developed a broad appreciation for the diversity of SEMA's membership. I believe this combination of hands-on automotive experience, cross-industry technology background, and board-level perspective prepares me well to help shape the future direction of the aftermarket and contribute meaningfully to SEMA's leadership.

2. What would you say is/are your most notable achievement(s) to this point in your career? What are you most proud of?

Several moments stand out as defining achievements in my career. One is leading the complete acquisition and integration of Camburg Engineering into MagnaFlow Group, from

strategic rationale and diligence through execution and post-acquisition integration. Bringing a respected, enthusiast-driven suspension brand into a larger organization while preserving its culture, technical credibility, and racing DNA is something I am particularly proud of.

I am also proud of advancing performance technology through real-world validation and first-to-market innovation. This includes winning the Mint 400 using prototype braking and shock absorber systems developed with Camburg. At FOX, I led the release of the first semi-active aftermarket suspension system for the Ford Raptor. I also worked on the launch of the first OEM application of hydraulic bump stops on the Jeep Gladiator Mojave at the Chicago Auto Show. Each of these efforts reflects taking advanced concepts, proving them under extreme conditions, and successfully bringing them to market.

Outside of automotive, launching Valet Market in San Diego as part of my work at Accel Robotics was another defining achievement. It became the first AI-enabled autonomous retail store in the city, and I led both the development of the underlying technology platform and the on-the-ground retail operations team. Bridging advanced automation with a real customer-facing business, and building a team that could successfully operate it day to day, was one of the most rewarding leadership experiences of my career.

While I am proud of these accomplishments, I am most proud of the teams behind them. No meaningful achievement happens without strong collaboration, and I take great pride in building and leading teams that deliver results together.

3. What industry issues are you particularly passionate about?

I am deeply invested in preserving access to public lands and supporting motorsports and off-road recreation. These activities are foundational to large segments of the aftermarket and serve as critical proving grounds for safety, durability, and product innovation. I strongly support SEMA's advocacy efforts around motorized recreation access, including legislation such as the EXPLORE Act and continued engagement with land management agencies to ensure responsible, sustainable access for racing and recreational use.

I am also passionate about protecting consumer choice and the right to responsibly modify vehicles as emissions regulations and vehicle technologies continue to evolve. The aftermarket plays an important role in innovation, performance, and sustainability, and policies must balance environmental objectives with enthusiast freedom and economic impact. I support SEMA's ongoing efforts to defend vehicle choice and oppose broad internal combustion bans that would negatively affect enthusiasts, small businesses, and aftermarket innovation.

Finally, as a classic car owner and lifelong enthusiast, I care deeply about protecting automotive heritage. I support balanced legislation such as California's Leno's Law, which recognizes the limited use and cultural significance of collector vehicles while maintaining appropriate regulatory oversight. Preserving the ability to own, enjoy, and responsibly operate historic vehicles is an important part of sustaining enthusiast culture and the broader aftermarket ecosystem.



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**BOARD OF DIRECTORS
POTENTIAL CANDIDACY QUESTIONNAIRE – Round 2
2026 ELECTION YEAR**

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EMAIL ADDRESS: Jeff.hermann@magnaflow.com	MEMBERSHIP CATEGORY: Manufacturer

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As a condition of advancing to the next round of consideration to be on the slate for the SEMA Board of Directors, I hereby acknowledge and consent to SEMA having the discretion to perform a verification of my criminal/civil/government compliance record, education, driving and/or employment background. The results of any such background check will be limited to use by the Nominations Committee. After the election is conducted, any information obtained will be disposed of. This Consent can be rescinded by written notice to SEMA.

Deadline to Return Questionnaire: February 3, 2026

CANDIDATE QUESTIONNAIRE

You have already completed Parts 1 & 2 in the first round. Please complete Parts 3 to 5 as follows:

Part 3 – Industry Perspective

1. What do you consider to be the top opportunities for the specialty parts aftermarket over the next five years? Try to be specific to industry trends. You may comment on macroeconomic issues (inflation, unemployment, health care, etc.) but only if they are relevant to your perspective on industry issues.

One of the most exciting opportunities is a renewed emphasis on performance and personalization. As manufacturers revive high-output gas engines, such as modern Hemis, and performance-oriented trucks return to the market, consumers are rediscovering the thrill of power and driving engagement. This shift reflects a broader cultural momentum around performance and personalization, with a growing opportunity to reconnect racing as a source of inspiration and innovation. The aftermarket is uniquely positioned to lead this movement by delivering upgrades that enhance capability, experience, and overall driving enjoyment.

At the same time, the increasing integration of technology into modern vehicles is reshaping what the aftermarket can become. As advanced driver assistance systems (ADAS) and software-defined vehicles become standard, these technologies are no longer something the aftermarket can simply design around. They are systems the industry must learn to integrate with responsibly and creatively. This creates opportunities for entirely new product categories, from intelligent accessories and advanced diagnostics to data-driven performance tuning that enhances both safety and driving experience. Rather than viewing OEM technology as a barrier, the aftermarket has an opportunity to partner with and build upon these systems while preserving consumer choice and innovation.

There is also a cultural opportunity unfolding around how people discover and engage with cars. Enthusiasm that was once driven primarily by television is now fueled by social media, digital creators, and influencer communities who reach millions of enthusiasts daily. This shift is creating renewed interest in performance and customization, particularly among younger audiences, and gives the aftermarket a powerful platform to remain relevant, aspirational, and connected to the next generation of builders and consumers.

2. What do you consider to be the top threats facing the specialty parts aftermarket over the next five years? Try to be specific to industry trends. You may comment on macroeconomic issues (inflation, unemployment, health care, etc.) but only if they are relevant to your perspective on industry issues.

One of the most serious threats facing the specialty aftermarket is the growing complexity of regulation around vehicle modification and repair. Issues tied to emissions compliance, access to vehicle data, and software-controlled systems are beginning to shape what can

and cannot be changed on modern vehicles. Policies connected to Right to Repair, emissions enforcement, and OEM control of vehicle software will directly determine whether the aftermarket can continue to innovate responsibly. If these challenges are not addressed collaboratively, there is real risk that consumer choice and product development could be constrained by rules that were not designed with the aftermarket in mind.

There is also a concern at the grassroots level around affordability and access. Rising vehicle prices, increasing technical complexity, and higher costs for parts and tools make it harder for younger builders and first-time enthusiasts to participate. The industry has always been fueled by people who start in their own garages, learning by doing and building personal connections to cars. If modification becomes something only a small segment of consumers can afford, the aftermarket risks losing the next generation of builders, creators, and entrepreneurs who have traditionally sustained it. Maintaining accessibility is critical to preserving the culture of hands-on building that defines the aftermarket.

A third challenge is the availability of skilled labor. Machinists, fabricators, welders, and advanced manufacturing technicians are becoming more difficult to recruit and retain, even as product sophistication increases. These roles are fundamental to the aftermarket's ability to design and build high-quality products in the United States. Addressing this gap will require renewed focus on education, training, and career pathways that present the trades as innovative, respected, and viable long-term professions within the automotive industry.

3. Of the issues you identify above, which ONE concerns you the most as to how it will impact the industry's future? What would you do to initiate change to either expedite a positive outcome or prevent a potential disaster?

The issue that concerns me most is the long-term impact of vehicle software control and regulation on the ability to repair and modify vehicles. As vehicles become more software-defined, there is a real risk that they evolve into closed systems that limit responsible aftermarket innovation. If that happens, it threatens the foundation of the specialty aftermarket and the culture of personalization that has always driven this industry forward.

SEMA has already taken important steps in this area by publishing Right to Repair and Modify principles that call for fair and reasonable access to vehicle data and calibration information, including systems tied to ADAS. SEMA has also supported federal efforts to ensure aftermarket businesses can properly test and recalibrate advanced driver assistance systems on modified vehicles, and continues active engagement with the EPA and CARB on emissions and modification policy.

If elected, my primary focus would be helping SEMA position the aftermarket as a proactive technical partner in shaping future vehicle policy. That means translating real engineering and manufacturing experience into practical guidance for regulators and OEMs, while providing members with clear, actionable direction on how evolving rules affect product development and installation. Programs like SEMA Garage are critical in this effort, giving members access to the tools, data, and validation resources needed to innovate responsibly within increasingly complex vehicle systems. By engaging earlier and more

constructively in the policy process, SEMA can help ensure the aftermarket remains part of the solution rather than reacting after decisions are already made.

Part 4 – Association Specific Observations

1. Do you feel that the Board of Directors and SEMA are currently pursuing the initiatives that are critical to the success of the automotive aftermarket? If so, what specifically? If not, what would you place more emphasis on and/or discontinue?

Yes, the Board and SEMA are pursuing initiatives that are critical to the success of the aftermarket, particularly in advocacy and regulatory engagement. Current priorities such as protecting the Right to Repair and Right to Modify, advancing legislation related to ADAS calibration and data access, supporting motorsports through “Right to Race” initiatives, preserving enthusiast vehicle use through efforts like Leno’s Law, and safeguarding access to public lands all directly reflect the needs and values of the membership. These efforts are foundational to protecting consumer choice, innovation, and the long-term health of the industry.

Where I would place additional emphasis is on helping members translate these advocacy efforts into practical tools and guidance as vehicles and products become more technologically complex. As software-defined systems, electronics, and advanced driver assistance features increasingly shape product design and installation, there is an opportunity for SEMA to further expand education, technical resources, and programs such as SEMA Garage to support innovation across companies of all sizes. I would not discontinue current priorities, but would focus on strengthening the connection between policy, technology, and the real-world challenges members face in bringing compliant, competitive products to market.

2. If elected to the SEMA board, what unique qualities, experiences, connections or characteristics are you able to activate during your 3-year term?

I bring a blend of hands-on automotive experience and cross-industry technology leadership that allows me to see the specialty aftermarket from multiple perspectives. My background spans motorsports, aftermarket manufacturing, joint ventures, and advanced technology sectors including semiconductors and AI-enabled systems. This combination gives me both an enthusiast’s view of what excites consumers and an operator’s understanding of what it takes to design, manufacture, and bring compliant products to market.

I have worked with entrepreneurial startups, mid-sized manufacturers, and large organizations, and I understand the challenges faced at each stage of growth. That perspective allows me to help bridge the needs of small and mid-sized member companies with the realities of an increasingly complex vehicle and regulatory environment. I also

bring experience from board and joint venture roles, where decisions must balance innovation, risk, and long-term value creation.

3. What do you see as SEMA's strengths? How do you suggest we better capitalize on them?

SEMA's greatest strength is its brand recognition and credibility. It is the strongest and most recognizable trade association brand in the automotive aftermarket and one of the rare examples across any industry where a trade organization also holds direct awareness and influence with consumers. The SEMA name represents innovation, performance, and leadership not only to member companies, but to OEMs, regulators, media, and enthusiasts worldwide.

SEMA already demonstrates how powerful this brand can be when it sets clear standards. A strong example is the SEMA Data Co-Op and its ACES and PIES data standards. Achieving Platinum status has become both a badge of honor for manufacturers and a meaningful business advantage, signaling quality, accuracy, and professionalism to retailers and distributors. This shows how SEMA's endorsement can drive real value when tied to excellence and accountability.

To better capitalize on this strength, SEMA should expand this model into additional areas beyond data, such as innovation, product validation, and exhibitor experiences. By more intentionally elevating companies and technologies that represent the best of the industry, SEMA reinforces why membership matters and strengthens its role as the unified voice of the specialty aftermarket. When the SEMA brand consistently amplifies excellence, it raises the bar for the entire industry while preserving the excitement and relevance that make the aftermarket special.

4. What do you see as SEMA's weaknesses? How do you suggest we address them?

One area where SEMA can continue to grow is in reinforcing innovation and originality as core pillars of the organization's identity. The aftermarket is at its best when it is defined by creativity, engineering excellence, and distinctive brands that excite consumers. As the industry expands globally and becomes more competitive, maintaining that focus becomes increasingly important to preserve the value of the SEMA brand and the reputation of its members.

SEMA can address this through education, mentorship, and clearer pathways that help companies improve product development, brand presentation, and customer engagement. By providing more tools, guidance, and recognition for companies that demonstrate innovation and quality, SEMA can elevate the overall standard of participation while still supporting emerging businesses. This approach strengthens the industry from within and helps ensure that growth is driven by originality and long-term value rather than imitation or short-term opportunity.

5. Knowing the SEMA Show is a big component of the association; how do you see the evolution of the show in the future?

Having attended the SEMA Show for many years, I believe it is the most visible and tangible expression of the SEMA brand to the industry and to the world. For many enthusiasts, consumers, and even policymakers, the SEMA Show *is* SEMA. It is where the imagination of the aftermarket comes to life, where innovation is revealed, and where automotive culture is experienced at its highest level. Preserving that sense of excitement and aspiration is essential to its continued success.

Looking ahead, the evolution of the Show should continue to emphasize experience, inspiration, and storytelling alongside its business purpose. It should remain the place where the most influential voices in automotive, including builders, media, and digital creators, come to see what's new and share the stories that shape the future of the industry. That responsibility should not rest solely on SEMA-produced features and displays. There is a meaningful opportunity for SEMA to further empower exhibitors to create their own high-impact brand activations by providing guidance, tools, and education on how to design engaging and authentic experiences. Helping companies of all sizes elevate how they present their products will strengthen the overall quality and energy of the Show and deepen the connection between brands and attendees.

Ultimately, the future success of the SEMA Show as the epicenter of automotive innovation will be determined by how well its image and standards are protected today. The Show's value depends on showcasing originality, engineering excellence, and meaningful brand engagement. By setting clear expectations for participation and celebrating those who lead through innovation rather than imitation, while supporting developing brands in raising their level of execution, the SEMA Show can avoid becoming just another transactional trade event and instead remain the world's most inspiring gathering for the specialty aftermarket.

Part 5 – About You

1. Why do you want to join the Board of Directors?

I want to join the Board of Directors because this industry has shaped both my career and my personal life, and I feel a responsibility to help guide its future. I have spent my professional journey building products, brands, and businesses within the specialty aftermarket and adjacent technology sectors, and board service represents a meaningful way to give back through thoughtful leadership during a period of significant change for the industry.

What motivates me most is helping ensure that the aftermarket remains innovative, accessible, and relevant for the next generation of builders and enthusiasts. My experience spans entrepreneurial ventures, global manufacturers, racing programs, joint ventures, and technology-driven organizations, which has reinforced the importance of collaboration, education, and long-term thinking. I am drawn to this role because it allows me to

contribute at a strategic level, focused on stewardship and future impact, while helping SEMA continue to represent the very best of what this industry stands for. I want to help ensure SEMA continues to protect automotive culture, support motorsports, and guide the industry through rapid technological change.

2. Questionnaires can be very limiting. In the space below, share with us anything we didn't ask that you believe will help the Nominating Committee develop a better understanding of you as a candidate:

My connection to the automotive world began long before my professional career. I grew up in the garage with my dad working on Volkswagens and spent summers during high school working at the NHRA Museum in Pomona. Those early experiences sparked a lifelong passion for building, modifying, and understanding vehicles. Today, that same enthusiasm shows up both in my career and in my personal life through classic cars, off-road vehicles, and motorsports.

I have had the opportunity to lead race-winning teams and help bring new performance technologies to market, but I still view the industry first through the lens of an enthusiast. I care about what excites people, what inspires the next generation, and what keeps automotive culture vibrant and relevant. I believe the future of the specialty aftermarket depends on honoring its roots while embracing new technology and new voices, and I would bring that balance of passion, experience, and forward-looking thinking to the Board in support of SEMA's role as the home of creativity, craftsmanship, and automotive excitement.