



SPECIALTY EQUIPMENT MARKET ASSOCIATION

CHAIR-ELECT CANDIDACY QUESTIONNAIRE 2023-2024 ELECTION YEAR

MYLES KOVACS

President and Co-Founder, TIS Industries

Part 1 – Personal/Professional History

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

I have been in the automotive aftermarket for more than 30 years. I am currently the president of TIS Industries, a wheel design and manufacturing company that I founded in 2014. I recently sold the first company I founded, DUB Publishing. Over the past 25 years, I have built 10 businesses with more than \$500,000,000 in revenue. Like any president and CEO, my responsibilities are broad, but I enjoy creative and strategic thinking that allows my companies to produce exciting products and market with precision-focused advertising and promotions. I also feel it is important to cross-promote and build industry partners. My passion is mentoring young enthusiasts and entrepreneurs. I have volunteered with SEMA's Education Department to host and produce the video series "The Stage." I am blessed to have been a keynote speaker for SEMA, Ford Motor Company in CES booth, at multiple General Motors events, multiple Monster Energy events—both the Detroit and LA Auto Shows—and I have appeared on Fox, CNBC and Bloomberg News. I always use these platforms to lift up our members and our youth while shining a spotlight on our industry.

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. Please be specific about other boards (if any) on which you have served or are currently serving:

- I was honored to serve on the SEMA Board of Directors in 2011–2013
- SEMA Education "The Stage" host
- SEMA Launch Pad working group
- SEMA Launch Pad Judge
- SEMA Show Committee and Scholarship Committee, contributor
- SEMA Cares founding donor
- SEMA Channel Partner of the Year Task Force
- Chairman of the Board of Directors of TIS Industries–Current

- Past Chairman of the Board of Directors of DUB Publishing Inc.
- Past Chairman of the Board of Directors of DUB Industries
- Advisory Board Member STAR Education: Helping to bring in-school and after-school. Automotive programs to elementary, middle and high schools
- Make a Wish Foundation Donor
- Keynote Speaker at Detroit, Philadelphia, New York and Los Angeles Auto Shows Education Days
- Keynote Speaker for Big Brothers Big Sisters of America
- Tony Hawk Foundation Donor
- "Secret Millionaire" Philanthropic TV Show Participant
- Breese Foundation-speaker, advisor, donor
- Los Prietos Juvenile Detention Center-speaker, advisor, donor
- "Leepu & Pitbull"-Philanthropic TV Show
- Helping aftermarket companies build better relationships with OEMs and youth

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:

- 2020 SEMA Person of the Year Award
- 2019 Wheel & Tire Council Chairman's Award recipient
- *Newsweek's* Top 10 Big Thinkers for Big Business in the 21st Century
- *Young Millionaires Entrepreneur Magazine*
- Cover of *USA Today* Money Section
- Die-Cast Hall of Fame
- Featured in *The New York Times*, *Los Angeles Times* and *The Wall Street Journal*
- Keynote speaker for SEMA, Ford Motor Company, CES, General Motors, Monster Energy, eBay, Yahoo, Chrysler
- Detroit, Philadelphia, New York and LA Auto Shows Education Day Keynote speaker.
- Featured on Fox TV Philanthropic show "Secret Millionaire," CNBC & "Bloomberg News"
- Created more than 200 aftermarket wheel and tire designs, with more than 50 patents including a patent for the Spin Tek spinning wheel

4. 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 checked="" type="checkbox"/> Distribution/Logistics | <input checked="" type="checkbox"/> Vehicle Shows/Auctions/Exhibitions |
| <input checked="" type="checkbox"/> Supply Chain | <input checked="" type="checkbox"/> Financial Planning/Management |
| <input checked="" type="checkbox"/> Engineering | <input checked="" type="checkbox"/> Accounting |
| <input checked="" type="checkbox"/> Vehicular/Product Design/Innovation | <input checked="" 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 checked="" type="checkbox"/> Sales |
| <input checked="" type="checkbox"/> Brand Management | <input checked="" type="checkbox"/> Business Technology |
| <input checked="" type="checkbox"/> Advertising | <input checked="" type="checkbox"/> Data Management |
| <input checked="" type="checkbox"/> Marketing | <input checked="" type="checkbox"/> Internet Utilization |
| <input checked="" type="checkbox"/> Strategic Planning | <input checked="" type="checkbox"/> Other (specify): |
| <input checked="" type="checkbox"/> Public Relations | <input checked="" type="checkbox"/> International Business Development |
| <input checked="" type="checkbox"/> Crisis Management | <input checked="" type="checkbox"/> Show Producer, IP and Copyrights |
| <input checked="" type="checkbox"/> Regulatory Compliance | <input checked="" type="checkbox"/> Celebrity management |
| <input checked="" type="checkbox"/> Legislative/Lobbying | |
| | |
| | |

Part 2 – Personal/Professional Attributes

5. 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? What industry issues are you particularly passionate about?

At 24 with only \$20,000, I started a publication called *DUB Magazine* about my passion for custom-built cars. This led to me designing custom vehicles for very high-profile celebrities, millionaires and pro athletes. I quickly grew the business to \$20 million in annual revenue and expanded into the world-renown DUB Show, DUB branded products like DUB Monster Drinks, OEM DUB edition Chrysler, Dodge and Ford Mustangs and DUB City Die Cast toys (more than 25 million sold) and DUB-Edition video games. I rolled that into manufacturing products from lift kits to wheels. I invented a process, Spin Tek, to produce aluminum wheels and founded TIS Industries and Dropstars Wheels. In the past 25 years, I have started 10 businesses with more than \$500,000,000 in revenue. I have also sold six companies, and I am very well versed in mergers and acquisitions. My whole life has been centered around my love for customized vehicles, and I know the challenges of starting from nothing, growing a company, and the responsibility of making payroll so your friends and family can make a living. I am proof that if you have a dream, anything is possible. I have the experience to work head on with OEM, OES manufacturers, Hollywood and international press. I know how to build and efficiently run a highly profitable automotive show. And I am a strong creative marketer that uses every digital platform to its fullest. But mainly I have a heart for this industry, and I am ready to lead us into the next decade.

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

2020 SEMA Person of the Year Award
2019 Wheel & Tire Council Chairman's Award recipient
Newsweek's Top 10 Big Thinkers for Big Business in the 21st Century
Named one of the influential Young Millionaires by *Entrepreneur Magazine*
Cover of *USA Today* Money Section
Die-Cast Hall of Fame

Part 3 – Industry Perspective

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

I see the challenges facing SEMA in the next five years as great opportunities for growth and evolution. The known threats include the decline in diversified youth automotive involvement, waning trade show interest, EPA constraints, emissions regulations, non-emission regulatory issues, electrification, ADAS, and autonomous vehicles. SEMA currently has several successful programs in place addressing these concerns. I'm excited to work with the SEMA Board, staff, and members to provide my perspective and leverage my industry experience to help turn these threats into opportunities.

I've spent 25 years producing media and events targeting African American and Latino youth. This dynamic and trend-setting audience is crucial for SEMA to continue to attract new generations of interest for decades to come.

As industry information becomes more easily and instantly accessible, trade shows in general have had to expand their core offerings beyond that of what a traditional trade show has historically provided. With SEMA announcing SEMA Fest, which includes a lifestyle festival, the SEMA Show can incorporate a larger and more diverse audience. SEMA can become more of a destination that combines entertainment, education and commerce.

My industry experience also allows me to come up with solutions for the ever-expanding regulatory challenges targeted toward our industry. I have worked directly with the largest car makers to develop their own aftermarket programs by working within the strict regulatory guidelines unique to OEM manufacturers.

I see the advances in electrification and automation to be areas of potential growth for the aftermarket. With the simplification and reduction of total mechanical parts comes the massive growth potential of new manufacturers of electrified transportation. New form factors, chassis designs, platform enhancements, upgrade parts, software and much more will create new areas of growth. The future of the electrified aftermarket will be

decentralized platforms with the potential of thousands of new parts businesses.

8. 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 number-one issue that concerns me the most are the challenges imposed on our industry from future green-energy laws affecting OEM manufacturers, which in turn can limit the current automotive aftermarket parts businesses. With my experience as a public speaker and my decades spent negotiating agreements with some of the largest car makers, I can take our shared message of economic growth to the decision-makers in order to come to a compromise that can avoid disastrous legislation that can cripple our industry. With a renewed SEMA media division, we can strengthen our narrative and inform those that hold an uneducated view on our industry. As technology progresses, SEMA can also help to identify new areas of growth for its members.

Part 4 – Association Specific Observations

9. Of the 9 [SEMA Strategic Priorities](#) the SEMA Board and the association are focused on, which 2 do you think are the most critical and what can you do to contribute to the success of these initiatives?

I consider the SEMA Show and the marketing and communications improvements to be the two most pressing priorities.

The SEMA Show is unparalleled in the automotive aftermarket industry, gathering thousands of manufacturers to exhibit their products and interact with retailers. In my opinion, SEMA should continuously strive to maintain the unique qualities of the Show, while exploring new platforms and creative methods to generate excitement and foster growth.

With modernizing its marketing and communications, SEMA can become a media powerhouse that sets narratives, highlights members and promotes car culture. With a robust and edgy video production team and top social-media talent, SEMA can develop new properties tailored for every aspect of the automotive market and motivate young enthusiasts, the vital next generation of our industry.

10. As a SEMA Board member, how do you feel you would be uniquely qualified to help address the issues you identified above?

I am confident that my diverse experiences in the automotive industry have provided me

with a well-rounded perspective on both the OEM and aftermarket segments. My contributions to the aftermarket sector include the creation of an entirely new segment, the establishment of a highly respected media company (one of the largest series of national automotive events), and the development of numerous retail products.

With my broad experiences managing and producing more than 500 large-scale nationwide consumer-oriented automotive events and concerts, I can certainly help with working with the SEMA team on the annual SEMA Show. I have also attended more than 32 SEMA Shows and have served on the SEMA Board of Directors for three years. I have also consulted on many committees and task forces for SEMA. As SEMA strives to broaden its scope by providing consumer events, I can play a crucial role in ensuring the success of these endeavors.

To excel in these fields, I have honed my ability to recognize trends, formulate effective marketing strategies and execute plans. I have also honed my leadership skills, effectively mobilizing teams to reach their full potential. I firmly believe that my acquired skills and hands-on experiences will be invaluable in navigating the challenges and capitalizing on new opportunities ahead.

11. What industry trends or opportunities is SEMA the association and the SEMA Show missing out on currently?

I think SEMA has the potential to enhance its position as a media organization. By growing its video production team, SEMA can create new and informative content for its members, providing them with insights into industry trends and entertaining car enthusiasts. This, in turn, would fortify the automotive culture and foster growth. Moreover, a stronger social-media presence would enable SEMA to act as a centralized hub for all aspects of car culture. This will also allow SEMA to better create narratives supportive of the industry.

Furthermore, I believe that SEMA can improve its role as a connector between parts companies and suppliers. This can be achieved through creating a SEMA marketplace that can provide a directory of approved manufacturers in addition to events like the annual SEMA Show.

12. How about its strengths?

SEMA has established itself as a leading organization that provides numerous benefits and opportunities to its members.

One of SEMA's key strengths is its ability to drive results for its members. The organization works tirelessly to support the growth and success of its members by providing them with resources, education and networking opportunities. SEMA regularly communicates with members to understand their needs and advocate on their behalf to decision-makers in the industry.

Another strength of SEMA is its highly sought-after automotive trade show. The Show attracts thousands of buyers, manufacturers, distributors and media from around the globe and provides a unique opportunity for members to showcase their products and connect with potential customers.

SEMA serves as a focal point for the industry, bringing together all segments of the aftermarket community to collaborate and exchange ideas. The organization serves as a voice for its members and provides a platform for them to share their experiences and insights with one another. This level of collaboration and communication helps to foster a sense of unity within the industry and promotes the growth and success of its members.

Finally, SEMA acts as a catalyst for innovation and competition. The organization encourages its members to push the boundaries of what is possible in the aftermarket industry by promoting new and innovative products and services. SEMA also fosters a competitive spirit by providing opportunities for members to showcase their products and compete for awards and recognition. This focus on innovation and competition helps to drive the growth and development of the aftermarket industry and benefits all members of the SEMA community.

13. If you were to get elected to the Board of Directors, what topics or issues will you spend your time focusing on and how will you gain support?

I would spend my time working to strategize with the Board and SEMA staff on how to effectively expand the SEMA Show and give renewed focus to the traditional and social-media divisions to become a much larger and influential force.

I can work to develop the SEMA Show as a broader event that incorporates consumer-focused attractions such as concerts, car auctions, races and training workshops. I can also plan and organize a more diverse mix of custom show vehicles highlighting all aspects of car culture that will appeal to the larger consumer audience.

I would also help to transform SEMA's media channels to become a larger asset to SEMA's overall strategy. I can help to launch new video properties and podcasts that turn the camera on those in the industry that are the most interesting and inspirational to gain a larger, and younger audience. I would also like to take the SEMA exhibitors further beyond the convention center walls by producing videos for key exhibitors to distribute on social media. SEMA's media division can become a powerful force to create narrative that drives economic growth for all aspects of our industry.

Part 5 – About You

14. 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:

I believe I am a strong candidate due to my extensive background in youth marketing and lifestyle brand development, as well as my experience in public speaking and designing products for OEMs. I have designed more than 150 patented wheel styles, and my media company has honed my skills in social-media strategy and growth.

My clients have included industry leaders such as Toyota, Walmart, Chrysler, Monster Energy, GM, Ford, Hyundai, Kia, Pirelli, Nitto, Michelin, BFGoodrich, Procter & Gamble, Best Buy, Unilever and ATD, among others. I have been able to guide projects from start to finish, providing insights and knowledge gained from being involved in every aspect of production, from conception to manufacturing, distribution and retail marketing.

I have also produced hundreds of automotive events and large-scale concerts that target a young and diverse audience. With the SEMA Show being the cornerstone of the SEMA organization, individuals like myself can be very helpful in planning and expanding this event in collaboration with SEMA's stellar team.

Aside from the vast professional experiences, I'm also involved with helping others overcome their adversities through my public speaking and coaching. As someone who has overcome many personal challenges such as growing up in East Los Angeles, and living with a degenerative eye disease that left me blind several times in my left eye, leading to multiple corneal transplants, I have a motivational story to tell. By overcoming many adversities in life and in business, I use the insights I've developed to help motivate and inspire people to do the same. Whether it is a speaking at corporate events or to a group of underprivileged teens, my message of perseverance, relentlessness and changing destructive mindsets can have a profound effect on their lives.

I co-founded, was chairman, and president of *DUB Magazine* from 1999 to 2020, when it was sold. DUB is widely regarded as a cultural icon. We produced more than 500 car shows and concerts nationwide. We published more than 100 issues of *DUB Magazine*. Garnered more than 3.5 million social-media followers. Sold more than 9.6 million copies of the *DUB Edition Midnight Club* video games. Sold more than 25 million DUB City die-cast toy cars. Launched one of the largest sweepstakes in Pepsi history by giving away 140 vehicles, with the DUB brand on more than 2.5 billion cans and bottles. We also developed DUB Edition versions of the Ford Mustang, Chrysler 300 and Dodge Charger directly with the OEMs. DUB has also produced five seasons of the "DUB Magazine Project" on MTV and "DUB Latino" on Telemundo's Mun2. These shows featured the top hip-hop artists, pro athletes and Latin music artists.

I was awarded SEMA Person of the Year in 2020.

I currently serve as president and co-founder of TIS Offroad Wheels (2003–present) one of the hottest off-road wheel companies in the market and distributed by American Tire

Distributors, the largest tire distributor in the country. In 2022, TIS and ATD launched TIS Tires by Hercules with a collection of UTV and off-road truck tires.

15. Why do you want to volunteer to be a SEMA Board member?

I feel incredibly fortunate to be a part of this industry and have achieved more financial success and recognition than I ever imagined. My goal is to give back by contributing to the creation of a sustainable association that will continue to support and empower future generations of automotive enthusiasts and entrepreneurs.