



SPECIALTY EQUIPMENT MARKET ASSOCIATION

DISTRIBUTOR RETAILER CANDIDACY QUESTIONNAIRE 2023-2024 ELECTION YEAR

ROB WARD

CEO, Legacy EV

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:

I am the current CEO of Legacy EV, the industry leader in aftermarket e-mobility. At Legacy EV I am responsible for every element of our privately held company. My leadership, automotive and electrical knowledge, experience and entrepreneurial spirit have helped build Legacy EV into the innovative industry leader it is today.

Before founding Legacy EV, I served as a professional in both the electrical and automotive industries, founding and growing multiple multimillion-dollar companies in both industries.

I began my professional career as a journeyman electrician in Vancouver, Washington. After 15 years in the electrical industry, I founded my own company WES, which is now working in multiple states and providing electrical construction services for global companies such as TSMC, Intel, Phillips 66 and more. I also have an extensive résumé in the automotive industry, which began personally at the age of 10 but began professionally when I founded Old Town Auto, a classic car restoration shop restoring classic cars for high-profile customers and building award-winning vehicles.

My combined experience from a multitude of entrepreneurial ventures in the automotive industry and the electrical industry lend me the knowledge and leadership qualities necessary to help lead SEMA through the largest transition the automotive industry has ever seen—the transition to EV technology.

Current Job—CEO of Legacy EV—innovation in aftermarket EV—workforce development, etc.

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:

Professionally, I have had various experiences in developing EV technology, business support, and global outreach in the automotive industry. Beyond the cutting-edge EV retrofits I have built, our company has created the first accredited EV college course in partnership with the Carol Shelby Automotive Program, we've founded an EV Technician Council to develop industry-backed EV curriculum, we have partnered with Barrett-Jackson Motoworlds to build a virtual reality EV education experience, and we have been recognized by the President of the United States for our contributions to the Electric Vehicle Workforce Pipeline.

Personally, I have dedicated time and financial resources to Live Love, House of Refuge, and mission work in Africa for African Bible College (ABC). Further, I have the bandwidth to be a huge asset for SEMA, because I am no longer serving on any boards that would take away my commitment to this industry.

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:

My most notable accomplishments include building the first fully electric C-10, '66 Cadillac, '30 Model A and '66 Bronco, receiving a Top 50 Award from Barrett-Jackson on one of those builds, partnering with SEMA to host SEMA Electrified Education seminars, and being co-editor for *EV Builder's Guide*. In addition, I have been featured in top automotive publications such as *Wired*, *Car and Driver*, *EV Builder's Guide* and *Robb Report* over a dozen times, and have spoken on several panels at conferences such as the SEMA Show, PRI Trade Show, Ohm on the Range and Barrett-Jackson as an expert in electric vehicles. Internationally, we are in partnership with government agencies in Costa Rica to train their staff on fleet conversions, we've partnered with a safari vehicle company in South Africa to make wildlife tours as quiet as possible, and we are in the process of approving our first-ever international-accredited EV college course in Ontario, Canada.

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

<input type="checkbox"/>	Manufacturing	<input 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 type="checkbox"/>	Financial Planning/Management
<input checked="" type="checkbox"/>	Engineering	<input type="checkbox"/>	Accounting
<input checked="" type="checkbox"/>	Vehicular/Product Design/Innovation	<input type="checkbox"/>	Human Resources Management

- Product Management
- OEM Design/Technology
- Brand Management
- Advertising
- Marketing
- Strategic Planning
- Public Relations
- Crisis Management
- Regulatory Compliance
- Legislative/Lobbying

- Business Management/ Development
- Sales
- Business Technology
- Data Management
- Internet Utilization
- Other (specify):
- _____
- _____
- _____
- _____

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?

With more than two decades of experience in electrical design and automation, I am a proven serial entrepreneur who has succeeded in founding multiple highly successful, multi-million dollar companies. Additionally, we have achieved the most comprehensive range of electrified automobiles, complete with various integrated components, and have become the go-to source for EV hobbyists and professionals alike for the parts and knowledge required to build, service and maintain EVs. Currently, the automotive industry is undergoing a drastic disruption with the arrival of electric vehicles, and I am in a perfect position to provide unparalleled value to this ongoing transition.

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

My proudest moment so far has to be the recognition our first EV build received. Back in 2019, our company was at its infancy, and we decided to kick-start promoting our business by converting a '71 Chevy C-10 V8 to electric. In mid-2020, we brought it to a local Chevy-only truck show in Phoenix called Dino's Get Down. As soon as we rolled into the show, we won the highest recognition there: one of Dino's "Top Truck" poker chips and therefore a premium spot at the show.

It seems like a small achievement, but to break into that thick truck culture and be accepted at that show as a premium build and be an EV, was really gratifying to my team and me. We worked so hard on that first build, and Dino's chip symbolized to us the acceptance of EVs in aftermarket culture and that the direction our company was heading was a worthwhile risk to take—and we've never looked back. That same C-10 went on to win Driveline's Top 10 Trucks at the 2012 SEMA Show. So, when I showed up at the 2022 SEMA Show and thought about what it meant to me and my guys to win those first few

awards last year, I felt really proud of where we've been and the momentum we have to push EV innovation and training further.

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.

For decades, state and federal governments have enacted several regulations and incentives, such as the CAFE standards back in 1975, to seemingly force the automotive industry toward particular social trends. While divisive policies that restrict access to motorsports and racing pose a threat to the SEMA community, it is important to distinguish the difference between consumer trends in the market and the policies that may coincide with them. Since the automotive market began, it has truly been the consumers who have been the most influential drivers of industry trends through their purchasing decisions. Misguided policies in the automotive market have the potential to confuse market shifts that are driven by consumer demand with state and federal mandates.

Policies aside, introduction of new technologies into the aftermarket have the potential to increase the total addressable market (TAM) by bringing in a new generation of enthusiasts. New technologies such as EV powertrains are already attracting new buyers and enthusiasts to the aftermarket for their massive performance benefits alone. The public policies around this technology may ultimately stifle new tech's growth in the aftermarket by creating apprehension towards a forced adoption from lifelong automotive enthusiasts. Both gas-powered technology and new powertrain technologies can coexist in the aftermarket. Whether you are a painter, fabricator, welder, manufacturer, builder or distributor, a growing TAM will benefit the aftermarket and SEMA members. Acknowledging misguided policy as a potential threat to the aftermarket, while embracing the opportunities of a growing aftermarket and the next generation of hot rodders, is crucial to the operation and direction of SEMA in the coming years.

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?

As a lifelong automotive enthusiast, I am deeply committed to ensuring the adoption of new technologies both honors the foundations of the automotive industry while allowing for new high-performance technologies to grow in the aftermarket. With the introduction of new technologies (like EV powertrains), we have the opportunity to capitalize on a growing interest in our market segment and in turn grow the TAM. There are millions of new automotive enthusiasts being driven to the aftermarket for the performance and sustainability that new technologies offer. Increasing the total addressable market will give every SEMA member the opportunity to increase their businesses reach, impact and profitability. The concern of most members (including myself) is likely, does a growing TAM in the automotive aftermarket come at the cost of the spirit and foundation of our industry?

My principal goal as a SEMA Board member would be to use my passion for automotive and my 23 years of experience in electrical systems integration to ensure that SEMA members can capture the opportunities that new technologies introduced into the aftermarket provide, while ensuring the automotive market does not lose its foundation.

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?

As the CEO and founder of the leading aftermarket EV distributor, you may imagine I'd name electrification as the most crucial priority; however, I view electrification as a means to both preserve and grow motorsports as well as a way to address complex vehicle technologies and improve OEM relationships in the aftermarket. For me, these are the most critical strategic priorities for SEMA to address.

Establishing a pipeline for emerging technologies from OEMs to enter the aftermarket has been one of main missions for Legacy EV. I have helped pioneer efforts that bring both OEMs and aftermarket leaders to the table to discuss training standards for e-mobility technicians and plan to use my Board position at SEMA to facilitate the same conversations with regards to OEMs and complex vehicle technologies.

Furthermore, preserving and growing motorsports has also been at the heart of Legacy EV since our inception. Improvement of OEM technologies poses a threat to motorsports and racing if the industry does not find a way to adopt the technology in a way that allows for the sport to exist in its original form. This is why Legacy EV has helped industry leaders in motorsport adopt new EV classifications and regulations for racing to ensure that the sports preserve their history while allowing for the growth and adoption of new technologies. As a SEMA Board member I would bring my experience in systems integration and education at Legacy EV to preserve and grow the motorsports industry for PRI and the automotive aftermarket.

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

Before founding Legacy EV, I worked for more than 20 years in electrical construction focusing on large-scale systems integration and process controls. Starting Legacy EV allowed me to combine my professional experience in electrical engineering with my passion for automotive. My understanding of complex electrical systems as well as my leadership experience in multiple multimillion-dollar companies grants me the knowledge and background to address the issues I mentioned above. Above all that, my passion for automotive and love of classic cars, hot rodding and performance racing help guide every decision I would make to ensure the direction of SEMA honors its foundations while embracing its future.

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

Up until recently, automotive foundations and certifying educational bodies had mastered training and education around concepts in our industry. Curriculum and the logical progression of one's training was well-developed and reasonably uniform throughout the country. Now, the automotive industry is lagging behind with a very limited pool of instructors and brand-neutral training that is qualified to keep up with the changing landscape of our market. To better equip the industry for the future, it is essential that SEMA support colleges, universities and trade schools prioritizing workforce development, upskill training, and other vehicle technology curriculum in their automotive programming. By investing in these areas, the auto industry will be better prepared to tackle the changing demands of consumers, while also providing meaningful, long-term careers for those looking to stay ahead of the latest automotive trends.

12. How about its strengths?

There are not many industries that have one event each year that captivates as much attention across a market as SEMA does. The SEMA Show brings in every major manufacturer, distributor and builder together into one building (or rather, one large convention center) for four short days every year. This event provides extremely fertile ground for collaboration, innovation and competition. SEMA does a great job ensuring that the Show maintains an important position in the eyes of the market and that businesses come back each year, excited to see what new technologies and trends have emerged in the market. This very strength is what provides such a strong platform to grow the reach and impact of the automotive aftermarket in the coming years.

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?

Ten years ago when looking to buy a house, buyers needed a realtor to sort through homes on the market and provide a list of options to them. With the introduction of apps like Zillow, Redfin or Realtor.com, buyers are now determining what homes fit their needs and bringing their options to the realtor. The direct-to-consumer trend is happening across all markets whether buying a vehicle, a new pair of glasses or farm-fresh beef. Consumers are getting more involved in exploring the options of what is available for them to buy and where to get it. While opening SEMA to consumers remains a divisive topic among members, I believe it is important we keep the dialogue open around this opportunity.

Not only are aftermarket technologies evolving, but so is the way we do business. As a SEMA Board member, I would focus my efforts on making sure SEMA members have access to high-quality data and training around emerging technologies as well as professional development on new business strategies. Whether it's leveraging new forms of media for better product visibility or understanding direct to consumer business models, I will help bring professional development opportunities to SEMA members.

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:

As CEO and co-founder of Legacy EV, I combined my passion for aftermarket restorations with my electrical engineering and entrepreneurial spirit to build Legacy EV into an innovative industry leader. My lifelong passion for the automotive industry took root while working in my grandfather's auto shop at just 12 years old. Since then, I have built dozens of classic cars, most notably, a '30 Model A sedan that went from a hot-rod restomod to an impressive 400-volt EV repower. My builds have won awards and accolades that include six magazine features, four magazine covers, a Dino's Top Truck Award, and a place in the Barrett-Jackson Top 50. My 23+ years of experience in electrical construction and engineering afforded me the opportunity to use that depth of knowledge to create some of the most cutting-edge EVs in the industry. My company has created one of the first Certified EV Technician Programs in the nation and developed an international network of EV authorized installers. With this entrepreneurial fortitude, I forged distribution agreements with major manufacturers across the EV industry, negotiated EV conversion contracts with government agencies, and brokered deals with battery innovators who are pushing EVs and battery capabilities to world records. Selecting me as a SEMA Board member would not only honor the value of classic cars and custom restorations but acknowledge advancing technology in the automotive industry.

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

I could not think of a more critical time than the present for a representative from an e-mobility powertrain technology company to have a presence on the SEMA Board. The aftermarket and motorsports industries are experiencing unprecedented shifts in the introduction of new technologies and innovation. Whether, as a SEMA member, you resist or embrace the introduction of e-mobility technology in the aftermarket, it is happening. As a lifelong gearhead and believer that both my Chevy big-block and my EV belong side-by-side in my garage, I am passionate about ensuring SEMA has an expert in EV technology that can accurately represent your voice to help grow our association for generations to come.