



**SPECIALTY EQUIPMENT MARKET ASSOCIATION**

**SEMA MANUFACTURER  
CANDIDACY QUESTIONNAIRE  
2024 ELECTION YEAR**

**RICH BARSAMIAN  
ADVANCED CLUTCH TECHNOLOGY**

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:

**Advanced Clutch Technology, Lancaster, California 08/2014-Current  
Vice President, Sales & Marketing**

Previously employed from 2010–2013 and recruited back specifically to help increase business and continue and enhance programs I had put in place. Currently my role includes:

- Report directly to President/Owner Dirk Starksen.
- Increased net profit by 526% from 2014 vs. 2018!
- Grew sales 51% 2014 vs. 2018.
- Help run company day-to-day business operations.
- Help cut spending and increase bottom line by reviewing and working the P&L sheet.
- Write corporate budget with CFO 2014–current.
- Oversee all departments. 12 managers report dDirectly to me.
- Helped increase productivity with team by identifying bottlenecks, creating solutions and as a result increased fill rate to 97% in 2017.
- Increase sales through new promotional programs.
- Helped modify and rewrite unilateral pricing policy to help increase sales while still retaining the products value in the aftermarket.
- Supervised and led teams to develop new advertising campaigns.
- Re-priced product to make it competitive in the marketplace.
- Developed new marketing strategies.

**GT Performance Products, Burbank California 03/2013–08/2014  
Vice President, Sales & Marketing**

This was a startup company founded by the former president of Grant Products Tom

Poteet. He has two partners: the former vice president of operations at Grant Products, George Palmera, and Gary Schroeder of Schroeder Racing. My job was to open up new customers and help create infrastructure to this new custom steering wheel manufacturer.

- Reported directly to President Tom Poteet.
- As a startup, learned to work lean with very little capital and maximized P&L sheet in the first year.
- Opened all the major key accounts, WDs and E-Tailors within first nine months.
- Designed and created Word Press website from scratch for company.
- Created ad layouts, catalog pages for customers using Adobe Illustrator and Photo Shop Elements.
- Traveled to major shows and events to promote products.
- Wrote, implemented, executed and enforced a unilateral pricing policy to ensure products value would be retained at both wholesale and retail levels in the marketplace.
- Created ACES and PIES Data for company.

**Advanced Clutch Technology, Lancaster, California**  
**National Sales Manager**

**08/2010-03/2013**

I was brought in to help take the company to the next level. This position reported directly to the CEO, Tracie Nunez. Some of the highlights during my time at ACT were:

- Developed in-house sales department and created a curriculum for proactive sales versus reactive sales.
- Created infrastructure in sales department to prepare for company growth.
- Designed many new reports and sales analysis and metrics for the company.
- Bringing on new customer base and creating plans to expand business into new markets outside of the automotive aftermarket.
- Directing sales into new channels of distribution.
- Grown business 30% over 2010 sales year-to-date.
- Wrote, implemented, executed and enforced a unilateral pricing policy to bring value back to the product line at both wholesale and retail levels.
- Enhanced their training seminar curriculum.
- Added additional events and shows to show calendar to help brand product to new markets.
- Responsible for key retail accounts, warehouse distributors, E-Tailors, mail-order companies and chassis builders.

**Grant Products, Duarte, California**  
**Vice President, Sales**

**2003 – 2010**

Previously employed from 1994–2000 and recruited back specifically to help turnaround a stagnant company, which was the leading name brand in aftermarket custom steering wheels and accessories sold throughout the United States, Mexico and Canada. This position reported directly to the president, Tom Poteet. Made me very aware of finance

and had to decide pay schedules to vendor, reps and outside services. Very stressful at times but learned a lot about how small business and the struggles involved with rebuilding.

- Successfully brought sales from \$7,683,381 to \$9,301,437 in first year back by getting high caliber accounts to come back as customers.
- Responsible for key retail accounts, warehouse distributors, mail-order companies and builders.
- Responsible for more than \$12 million in net sales per year.
- Oversee all automotive, golf/UTV, marine, heavy-duty truck, house, sales and customer service divisions.
- Continued to increase sales an average of more than 13% per year since 2004.
- Manage inside/outside sales forces.
- Created sales incentive plans for inside/outside sales force.
- Helped create website design and layout.
- Created catalog design and layout.
- Introduce creative sales promotions that continue to increase sales.

**Edelbrock Corporation, Torrance, California**  
**National Sales Manager**

**2000–2003**

Vic Edelbrock, owner of Edelbrock Corp., recruited me from Grant Products to help create a new and more user-friendly factory/customer sales team. Edelbrock is the largest manufacturer of marketed auto parts in the automotive performance industry. This position reported directly to the vice president of sales, Steve Whipple.

- Responsible directly for more than \$80 million in sales per year (company net sales were \$124 million annually). Reported directly to vice president of sales.
- Called directly on key accounts of warehouse distributors, retailers, mail order, and engine builders.
- Increased total sales from \$114,000,000 to \$124,000,000 from 2000–2003.
- Oversaw managed automotive, race, motorcycle, shock, exhaust and technical sales teams.
- Responsible for new product development marketing analysis
- Worked directly with R&D to help develop and market new products, and markets.

**Grant Products, Glendale, California**  
**Regional Sales Manager**

**1994 – 2000**

Brought in at entry-level customer service position and quickly promoted to Western regional sales manager, and then eventually, regional sales manager. Responsible for developing sales programs for warehouse distributors and buying groups.

- Called on key accounts in the western region.
- Worked directly with R&D to help develop & market new products, and markets while reporting directly to vice president of sales.
- Increased Sales 20% from 1994-2000.

- Responsible for organizing and updating customer database.
- Coordinated and worked various trade shows throughout the United States and Canada.
- Coordinated annual sales conference with prominent automotive associations.

### AWARDS/ INDUSTRY ACCOMPLISHMENTS

- 2020 SEMA Hall of Fame Inductee.
- 2019 Motorsports Parts Manufacturers Council (MPMC) Hall of Fame Inductee.
- 2018- SEMA Cares Immediate Past Chairman.
- 2017-2019 MPMC Immediate Past Chairman.
- 2016-2018 SEMA Cares Chairman.
- 2014 SEMA Person of the Year.
- 2013-2014 Council Board Liaison Committee (CBLC).
- 2014- 2017 Chairman MPMC (served three years, normally two years).
- 2012-2014 Motorsports Parts Manufacturers Council (MPMC) Chair-Elect.
- 2012 Performance Warehouse Association Person of the Year.
- 2012 Performance Warehouse Association Manufacturer of the Year.
- 2011 Performance Warehouse Association Person of the Year.
- 2011 SEMA WD of the Year Task Force Chair.
- 2011-2017 SEMA MPMC Membership Chair.
- 2010 – SEMA’s Young Executive Network Vanguard of the Year Award.
- 2005 Co-wrote SEMA MPMC Business Guidelines Manual.
- 2004 – 2011 SEMA MPMC Select Committee Member.
- 2004 – Present SEMA Scholarship Select Committee Member.
- 2001-2003 PWA Person of the Year Finalist (three years consecutively).
- 2001 Recipient of SEMA’s Young Executive of the Year.
- 1998-2000 YEN Chairman
- Charity Work: “Led Foot Live” has raised more than \$9,000 for the SEMA Memorial Scholarship Fund/SEMA Cares.

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:

- **Pricing Policies:** I was a pioneer and advocate for pricing policies. I authored one of the strongest unilateral pricing policies in our industry at ACT in 2012. I authored another one for GT Performance in 2014.
- **Education:** I have sought out leading attorneys to come and speak at the Performance Warehouse Conference (now CAN) and the SEMA Show with incredible attendance to help membership learn more about pricing policies to educate them.

- **Education:** Created and helped develop several seminar programs at PRI hosted by MPMC, most notably “How to Prepare a Sponsorship Proposal” with author Alex Striler, Sanctioning Body Task Force (bringing many different sanctioning bodies together).
- **SEMA Data Co-op:** I have been a proponent of this program and working with the data group to produce data for ACT. We have had great success with this program at ACT and written some articles to promote it. We got Jim Graven and Jon Wyly to come address the council and networks at the 2014 Council Summit as a result of my work on the Council Board Leadership Committee (CBLC). It was an eye opener and really helped us generate more support for the SDC. I also had Jim Graven speak at the PRI MPMC Open Meeting this year to help promote the SDC.
- **Youth/Next Gen:** I have been mentoring many young people in our industry and getting them to start their involvement with the SEMA thru participating and volunteering in the Young Executive Network (YEN, now FLN), the Motorsports Parts Manufacturer’s Council (MPMC) and the Hot Rod Industry Alliance (HRIA).
- **MPMC Business Guidelines Manual:** I wrote a majority of this document and was the team lead to ensure that this document was completed in 2005. It had been stalled for many years and under my leadership I inspired and helped the team complete it.
- **CBLC 2014.** Directly involved as the CBLC participant in the development of the drafts of the strategic initiatives for career paths, next generation, education, youth engagement, consumer awareness at the 2014 Board Retreat.
- **Chairman of SEMA Cares. 2016–2018.** Created the Industry Cup Challenge which became a game changer for raising money at the Pinewood.
- **Speaker** at various schools about the Auto Industry and the many jobs available at Cerritos College, Burbank High and Hot Rodders of Tomorrow. 2014–current.
- I served on the SEMA Scholarship Committee 2004–2012.
- I have been rating Scholarship Applications for the last seven years straight.
- I have helped to raise money for the SEMA Scholarship Committee and SEMA Cares since 2000 through various fundraisers.
- Created Current Issues Task Force for MPMC to help identify issues that membership had from pricing, rules of the motorsport haulers, Prop 65, and sponsorship. 2014–2017.
- Main Speaker at the 2014 Automotive Sales Council Chicago, Illinois.

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 Hall of Fame Inductee.
- 2019 MPMC Hall of Fame Inductee.
- 2019 SEMA Cares IPC.
- 2016–2018 SEMA Cares Chair.

- 2017 MPMC Immediate Past Chair (IPC).
- 2014 SEMA Person of the Year.
- 2014–2017 Chairman MPMC (served three years, normally two years).
- 2014 Speaker for the Automotive Sales Council (ASC) on Pricing Policies.
- 2012–2014 Motorsports Parts Manufacturers Council (MPMC) Chair-Elect.
- 2013–2014 Council Board Liaison Committee (CBLC).
- 2012–2014 SEMA Governmental Affairs Task Force.
- 2014 Developed and Presented the “Continuous Improvement Council/Network Planning” program. This was the missing link for planning between the Councils and Networks directly affected by the BOD initiatives.
- 2012 Performance Warehouse Association (PWA now CAN) Person of the Year.
- 2012 Performance Warehouse Association (PWA now CAN) Manufacturer of the Year (ACT).
- 2011 Performance Warehouse Association (PWA now CAN) Person of the Year.
- 2010 SEMA’s Young Executive Network (YEN) Vanguard of the Year Award.
- 2006 Performance Warehouse Association (PWA) Award for work with Led Foot the Industry Band. (Raising Money for SEMA Charities & Scholarship Fund).
- 2004–2011 SEMA MPMC Select Committee Member.
- 2004–2014 SEMA Scholarship Select Committee Member.
- 2001–2003 PWA Person of the Year Finalist (three years consecutively).

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 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 type="checkbox"/> Other (specify):                              |
| <input checked="" type="checkbox"/> Public Relations                    | _____  |
| <input checked="" type="checkbox"/> Crisis Management                   | _____  |
| <input checked="" type="checkbox"/> Regulatory Compliance               | _____  |
| <input checked="" type="checkbox"/> Legislative/Lobbying                | _____  |
|   | _____  |

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?

Executive VP, Business Management, Operations, Finance, Accounting, P&L Sheet, Technology, Engine Computer Management, Sales, Marketing.

My unique skills are:

- Ability to Encourage Others Genuinely
- Ability to Learn From the Past
- Connector: I bring people together to help the industry move forward.
- Skilled Problem Solver. I *create* Solutions.
- Strong Communication Skills
- Relationship Builder
- Realistic Optimism
- Understanding
- Listening Skills
- Willingness to Take Calculated Risks
- Reading People and Adapting to Necessary Management Styles
- Coaching Employees Effectively
- Thinking Outside the Box

I have a perspective of having served SEMA and lived and breathed SEMA since 1998 on networks, councils, task forces, committees, council board liaison, and traveling as an international ambassador for SEMA in the Middle East. This experience gives me great in-depth knowledge and insight as to what our industry needs and how to be an effective Board of Directors member.

My life experience has been to work for a small business under strain and having to set payment schedules for vendors, reps and services, and I helped rebuild that company (Grant Products) from financial reconstruction. This was incredibly difficult, but it truly helped me to develop real character. I learned how to handle a great deal of stress to read balance sheets and utilize data. I have also worked for large companies like Edelbrock and learned how those companies operate. I know the needs for small business and large business. I know what their voice is in the SEMA community. SEMA is made up vastly of smaller companies I know how to reach them and how to be an effective leader because I have lived it.

I have never let myself be overwhelmed. When I do not know about something, I seek education. I learn the skills I need to adapt and adopt quickly to the business climate.

I have constantly been on the leading edge of technology in our industry and moving businesses forward by utilizing it.

Vehicle technology is my passion. I have seen where our industry has been and where it's going and it's changing fast. Especially in vehicle technology. This has led me to take courses in engine computer management (ECM) through Devry. I began in 2014 and have learned a lot. So much of our future is tied to this. It is a major passion of mine. This passion for ECM will help me be a better leader and representative as a member of the Board of Directors.

I am also very passionate about youth and have helped mentor several college students

navigate positions into our industry. Education is another top passion, and I have continued to put together several seminars at the SEMA Show and PRI Show to help our industry members grow.

I am a leader in our industry that cares greatly about helping shape and meet the challenges that we must face to strengthen and grow the SEMA community.

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

Being inducted into the SEMA Hall of Fame in 2020 is by far my most notable achievement. I am honored to have been volunteering and making change in our industry for the last 26 years! To be recognized is very humbling. I am not one to just stop. I want to keep giving back to our industry and I am just getting started!

Surviving a small SEMA member company that was left bankrupt (Grant Products) and really struggling. When things were very bad, I developed great character, and the ability to remain levelheaded in a very stressful and volatile environment. I assembled a team and rebuilt the company within the first year of being back. I have been there. I had to work their finances and make them profitable again.

It has helped me to understand the issues and day-to-day concerns that the vast majority of smaller SEMA member companies have.

I also am proud to have established one of the most-effective pricing policies in our industry in 2012. The internet is the game changer, and I am proud that many SEMA member companies have sought me out for education on this very important issue. Working with leading attorney Gene Zelek to help educate SEMA member companies has given me even more insight. I have proven that these policies while not for every company have a very important place in today's SEMA industry.

As SEMA Cares chairman, I revitalized the Pinewood Derby in 2017 and created the Industry Cup Challenge last year. We raised more money (over \$40K) with the least number of resources in SEMA Cares history. My life was changed forever when I visited the Child Help Camp in Beaumont. Understanding the abuse these children have gone through. And have been saved from...well...there are simply no words. One must experience this firsthand for themselves. Once you do you will never be the same. It has made a significant impact in my life and helped me grow outside of myself exponentially.

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.

**Opportunities:**



It's essential for businesses in the automotive performance specialty parts aftermarket to stay agile, monitor industry trends, and adapt strategies to navigate both opportunities and challenges. While we need to get along with OEMs and EVs, we need to understand that the mining for precious metals to manufacturer batteries is going to be mining the ocean. The sound is louder than a rock concert! Can you imagine what it does to just sharks and whales alone based on the vibrations it will cause, not to mention the other sea life! Ironic how they want less of a carbon footprint and more sustainability but have no regard to destroying the world's oceans and the life living in it.

### **1. Hydrogen Vehicles:**

#### **Seamless Integration with Internal Combustion Engines:**

Hydrogen vehicles offer a significant opportunity for the SEMA specialty automotive aftermarket, as their compatibility with internal combustion engines allows for a smooth transition. This compatibility means that aftermarket specialists can leverage their existing expertise to enhance and customize hydrogen-powered vehicles—opening up a new market without requiring a complete overhaul of their skill set.

#### **Expanding Product and Service Offerings:**

The rise of hydrogen vehicles presents an exciting chance for aftermarket businesses to diversify their product and service offerings. Customization options, performance upgrades, and innovative accessories specific to hydrogen-powered vehicles can become a lucrative niche within the SEMA market, tapping into the growing demand for eco-friendly transportation solutions.

#### **Pioneering Eco-Friendly Modifications:**

Zero emissions! Hydrogen vehicles align with the increasing global focus on sustainability. SEMA aftermarket specialists can position themselves as pioneers in eco-friendly vehicle modifications by developing and promoting aftermarket solutions that enhance the performance and aesthetics of hydrogen vehicles, catering to environmentally conscious consumers.

#### **Seamless Transition for Gas Stations:**

The adaptability of hydrogen vehicles in internal combustion engines also represents a golden opportunity for gas stations. With minimal infrastructural changes, gas stations can incorporate hydrogen refueling stations alongside traditional fuel pumps, creating a diversified energy portfolio. This streamlined transition facilitates a smooth integration into the existing gas station infrastructure, reducing the barriers to entry for hydrogen as a viable fuel source.

#### **Market Leadership in Emerging Technology:**

As hydrogen vehicles gain traction, SEMA specialty aftermarket businesses have the chance to position themselves as leaders in emerging automotive technology. By staying ahead of the curve and developing expertise in hydrogen vehicle modifications, aftermarket specialists can establish a competitive edge and become go-to experts in this evolving segment of the automotive aftermarket industry.

#### **Collaborative Industry Growth Opportunities:**

Hydrogen vehicles present a unique opportunity for collaboration within the automotive industry. SEMA aftermarket businesses can engage in partnerships with automakers, fuel

cell manufacturers, and other stakeholders, fostering innovation and collectively driving the growth of hydrogen-powered transportation. This collaborative approach positions the specialty automotive aftermarket as an integral part of the evolving automotive landscape.

**2. Growing Interest in Performance Upgrades:** The automotive aftermarket for performance parts is likely to benefit from the continued interest and demand for upgrading vehicle performance. Enthusiasts seeking enhanced horsepower, fuel efficiency and aesthetic modifications present a significant market opportunity.

**3. Technological Advancements:** Innovations in automotive technology, such as advanced engine management systems, lightweight materials, and improved manufacturing techniques, can create opportunities for specialized performance parts. Integration of smart technologies into aftermarket components may also gain traction.

**4. E-commerce Expansion:** The continued growth of e-commerce provides a significant opportunity for specialty parts retailers. Online platforms allow for a broader reach, improved customer engagement, and streamlined distribution processes.

**5. Customization Trend:** Consumers increasingly value customization, seeking unique and personalized vehicles. The demand for specialty parts and accessories could rise as consumers feel the overreach of the government restraining their ability to choose ICE vehicles, providing an opportunity for niche manufacturers and retailers.

**6. Environmental Concerns and Performance:** As environmental regulations tighten, there may be opportunities for aftermarket companies to provide performance parts that also contribute to increased fuel efficiency and reduced emissions.

#### **Threats:**

**1. Government Overreach:** Continuing to stand up to the government to defend our industries' rights. The huge win for SEMA, ORBA, ASA and AMA District 37 in the fight to protect motorized recreation access in California and across the United States was outstanding but the RPM ACT has failed to pass and the obsolescence threat of ICE vehicles being taken away as a choice by the government has got to be stopped.

**2. Supply Chain Disruptions:** The automotive industry, like many others, is susceptible to supply chain disruptions. Factors such as geopolitical tensions, natural disasters, or global events (as seen with the COVID-19 pandemic) can impact the supply of raw materials and components and the SEMA Show.

**3. Economic Downturn:** This is an election year. Our industry does not normally do well in sales in election years. This year has started out soft according to many of the SEMA companies I have talked with, including the media at the recent Media Trade Conference event. Economic challenges, such as a recession, can lead to decreased consumer spending on non-essential items, affecting the aftermarket performance parts sector.

**4. Rise of Electric Vehicles (EVs):** The increasing popularity of electric vehicles poses a challenge for traditional aftermarket performance parts focused on internal combustion engines. Companies in this sector may need to adapt and innovate to cater to the emerging

electric vehicle aftermarket.

**5. Counterfeit Products:** The aftermarket industry is vulnerable to counterfeit parts, which can harm both consumers and legitimate businesses. Companies need to invest in measures to combat counterfeit products and protect their brand reputation.

**6. Rapid Technological Changes:** While technological advancements present opportunities, they also pose threats as the industry may need to adapt quickly to stay relevant. Companies that fail to keep pace with technological changes risk losing market share.

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 government's overreach to ban ICE engines demands immediate action (which we have started). Begin communicating and collaborating with OEMs, as well as state and local government officials, to expedite the transition to hydrogen vehicles. This shift promises zero emissions and presents a smoother transition for mechanics, gas stations, manufacturers and the entire industry!

9. Given the 9 [Strategic Priorities](#) that 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?

The two most critical priorities among the listed are:

**1. REGULATORY ISSUES (NON-EMISSIONS):**

Importance: This initiative is crucial for the aftermarket industry as it aims to protect the legal pathways for modifications and the right to enjoy modified vehicles. It involves preserving the freedom of enthusiasts to customize and enjoy their vehicles.

Contribution: To contribute to the success of this initiative, actively engage in advocacy efforts, support SEMA's legal and lobbying activities, and educate members and the public on the importance of preserving the right to modify vehicles.

**2. ADDRESS COMPLEX VEHICLE TECHNOLOGY AND OEM RELATIONSHIPS:**

Importance: With the continuous evolution of vehicle technology, understanding and adapting to complex technologies like ADAS (advanced driver assistance systems) is vital for the aftermarket industry. Strengthening relationships with OEMs is also crucial for collaboration and mutual benefit.

Contribution: Contribute by investing in education and resources related to emerging vehicle technologies, supporting both SEMA Garages, fostering better communication between SEMA members and OEMs, and participating in initiatives that promote a positive relationship between the aftermarket industry and vehicle manufacturers.

I will contribute to the success of these initiatives by:

**Engage in Advocacy:** Actively participate in SEMA's advocacy efforts by supporting campaigns and initiatives that promote regulatory fairness and protect the aftermarket industry's interests.

**Stay Informed:** Stay informed about the latest regulatory developments, technological advancements, and industry trends. Regularly check updates from SEMA and other reliable sources to ensure you I am aware of any changes affecting the aftermarket community.

**Collaborate with OEMs:** Foster positive relationships with OEMs by engaging in open communication, understanding their concerns, and exploring collaborative opportunities. Building strong partnerships can lead to better integration of aftermarket products with evolving vehicle technologies.

**Educate and Promote:** Educate my customer base and the wider community about the importance of aftermarket modifications, the regulatory landscape, and the need for a positive relationship between the aftermarket industry and OEMs. Use marketing and communication channels to promote the value and benefits of the aftermarket lifestyle.

**Support SEMA Initiatives:** Attend SEMA and PRI Trade Shows, participate in SEMA Fest, and support SEMA's programs and initiatives aimed at promoting and protecting the aftermarket industry.

By actively engaging in these actions, I can contribute to the success of these critical initiatives and help ensure a thriving future for the aftermarket community.

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

- Over two decades of dedicated involvement in the automotive aftermarket industry, starting as a field merchandiser straight out of high school and progressing through various roles, including representative, account executive for key accounts, and currently holding a VP-level position since 2005.
- Demonstrated resilience and strategic leadership in navigating challenging situations within the industry, successfully guiding two major performance manufacturers through significant adversity. This includes steering one company through a post-bankruptcy rebuilding phase after a private equity group's involvement and leading another through the complexities of adapting to a rapidly changing industry landscape influenced by technological advancements.
- I have an in-depth understanding and expertise cultivated over the years, contributing to the exponential growth of businesses under my guidance. The journey from hands-on fieldwork to high-level executive responsibilities has provided a comprehensive and nuanced perspective on the automotive aftermarket sector.

- I am a visionary. I have been an early adopter and still am. I embrace technology and have led the companies I have worked for while looking at new ways to adapt to the ever-changing industry. I make data-driven decisions. Data allows you to take off your company hat off and face the issues head on.
- I am a connector. I have spent my career networking with individuals in the industry with one another for no gain of my own but for the gain of the aftermarket. Networking within the industry has been a genuine success in helping it improve.

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

I don't have specific information on the latest trends or opportunities that the Specialty Equipment Market Association (SEMA) industry is missing out on. However, I can suggest some general areas that SEMA needs to gain additional ground on and explore for potential trends or opportunities. Keep in mind that these are general observations, and it's essential that we conduct up-to-date market research for specific insights:

1. Electric and Hybrid Vehicles: With the increasing focus on sustainability and the rise of electric and hybrid vehicles, SEMA should continue to explore opportunities related to aftermarket modifications and accessories for these types of vehicles with emphasis on Hydrogen.
2. Digital and E-Commerce Integration: SEMA member companies need to enhance their online presence and embrace digital tools that could help. This includes developing platforms for virtual product showcases, online ordering systems and digital marketing strategies.
3. Diversity and Inclusion Initiatives: There's a growing emphasis on diversity and inclusion in various industries. SEMA has begun to move forward on this but needs to explore ways to promote diversity within the automotive aftermarket community and ensure that the SEMA Show represents a wide range of perspectives.

It's crucial for organizations like SEMA to stay agile and adapt to the evolving landscape of the automotive industry. Regular market research, engagement with industry experts, and an openness to innovation can help identify emerging trends and opportunities.

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

I understand what the Board of Directors' current initiatives are. I outlined earlier the two I believe are top priorities. However, I will pivot if necessary, depending on the strengths of the new BOD. It depends greatly on the makeup of who these individuals are. Their backgrounds and experience are major keys to the BOD's success. The goal needs to be to get the most impact for our industry from the initiatives we work on collectively.

13. Where do you see the association and show having an advantage over and edge over competitors in a similar space

This question has been worded in a confusing way. I think it is supposed to read: Where do you see the association and Show having an advantage over and edge over competitors in a similar space?

SEMA and the SEMA Show stand out in the automotive aftermarket industry with their exclusive focus on specialty equipment and a long-standing reputation as leaders in the field. The organization's commitment to providing a dedicated platform for aftermarket products and accessories, showcased prominently at the SEMA Show, sets it apart from competitors. With decades of experience, SEMA has become a globally recognized authority, offering unparalleled networking opportunities, educational resources, and advocacy efforts. The SEMA Show, one of the largest and most prestigious automotive trade shows, provides exhibitors with extensive media exposure and serves as a hub for industry professionals, solidifying SEMA's position as a vital force in the specialty equipment market.

14. Questionnaires can be 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 have been volunteering in our industry since 1995. I have loved every moment of it. Even when it was difficult it has always been rewarding. I have learned so much. To see our industry grow and prosper has been amazing. To say that SEMA is my passion is an understatement.

I have had the privilege of serving on many committees, councils, and networks. I have chaired several of them. I have been mentored by some of our top industry leaders, and as time progressed, began to mentor young and upcoming executives and leaders myself. They themselves have taught me a great deal.

I believe that having many years of engagement and volunteering in SEMA, has prepared me for this very moment. I can bring experience and expertise that speaks to the needs of our member companies big and small. I have helped many member companies navigate tough issues and watched them grow exponentially.

I would be honored to take that level of dedication, drive and determination to the SEMA Board of Directors. I am a connector. I bring people together and work well to encourage individuals and teams and know how to challenge them to optimize their full potential. I know how to pivot, change and adapt when necessary. I want to work for the betterment of our industry and its members with integrity, pushing for *real* impact, with *real* action. I will sum it up with a quote from the late coach John Wooden; "*Don't mistake activity for achievement.*" I love this quote. Ultimately, we will be measured by what we accomplish.

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

In an era where robust leadership is crucial for our industry's success, I am eager to contribute my skills and commitment to the SEMA board. My aspiration is to play a pivotal role in shaping a positive trajectory for our industry. By joining a collaborative team, I aim to actively engage in navigating challenges, advocating for our members, and fostering an environment where the automotive aftermarket can not only adapt but also flourish in the face of constant change.

**Richard Barsamian**

**3236 Olympic View Dr ♦ Chino Hills, CA 91709 ♦ (818) 919-4665**

**E-mail: [richbarsamian@gmail.com](mailto:richbarsamian@gmail.com)**

I am a business executive seeking a position in an organization where my developmental management skills and abilities are utilized for strategic growth.

### **PROFESSIONAL SUMMARY**

Business Executive includes upper level management, accounting, finance, P&L sheet, data driven decision making, manufacturing, sales and marketing, production, marketing analysis, public speaker product design, production management, team building, quality assurance, business management applications, web design, ACES/PIES certified, training, presentation, sales closing, negotiations, strategic sales planning, unilateral pricing policy creation, execution, enforcement and business operations. Demonstrated ability to select, train and retain self-motivated, customer-oriented employees.

### **CAREER EXPERIENCE**

**Advanced Clutch Technology, Lancaster, California      08/2014-Current**  
**Vice President, Sales & Marketing**

Previously employed from 2010-2013 and recruited back specifically to help increase business and continue and enhance programs I had put in place. Currently my role includes:

- Report directly to President/Owner Dirk Starksen.
- Increased Net Profit by 526% from 2014 vs. 2018!
- Grew Sales 51% 2014 vs. 2018.
- Help run company day to day business operations.
- Help cut spending and increase bottom line by reviewing and working the P&L Sheet.
- Write corporate budget with CFO 2014-Current.
- Oversee all Departments. 12 Managers Report Directly to me.
- Helped increase productivity with team by identifying bottlenecks, creating solutions and as a result increased fill rate to 97% in 2017.
- Increase Sales through new promotional programs.
- Helped modify and rewrite Unilateral Pricing Policy to help increase sales while still retaining the products value in the aftermarket.
- Supervised and led teams to develop new advertising campaigns.
- Re-Priced Product to make it competitive in the marketplace.
- Developed new marketing strategies.

**GT Performance Products, Burbank California 03/2013-08/2014**  
**Vice President, Sales & Marketing**

This was a startup company founded by the former President of Grant Products Tom Poteet. He has two partners the former VP of Operations at Grant Products George Palmera and Gary



Schroeder of Schroeder Racing. My job was to open up new customers and help create infrastructure to this new custom steering wheel manufacturer.

- Reported directly to the President, Tom Poteet.
- As a startup, learned to work lean with very little capital and maximized P&L sheet In first year.
- Opened all the major key accounts, WD's and E-Tailors within first nine months.
- Designed and created Word Press website from scratch for company.
- Created ad layouts, catalog pages for customers using Adobe Illustrator and Photo Shop Elements.
- Traveled to major shows and events to promote products.
- Wrote, implemented, executed and enforced a Unilateral Pricing Policy to ensure products value would be retained at both wholesale and retail levels in the marketplace.
- Created ACES & PIES Data for company.

**Advanced Clutch Technology, Lancaster, California      08/2010-03/2013**  
**National Sales Manager**

I was brought in to help take the company to the next level. This position reported directly to the CEO, Tracie Nunez. Some of the highlights during my time at ACT were:

- Developed in-house Sales Department and created a curriculum for proactive sales versus reactive sales.
- Created infrastructure in Sales Department to prepare for company growth.
- Designed many new reports and sales analysis and metrics for the company.
- Bringing on new Customer Base and creating plans to expand business into new markets outside of the automotive aftermarket.
- Directing Sales into new channels of distribution.
- Grown Business 30% over 2010 Sales Year to Date.
- Wrote, Implemented, Executed and Enforced a Unilateral Pricing Policy to bring value back to the product line at both wholesale and retail levels.
- Enhanced their Training Seminar Curriculum.
- Added additional Events and Shows to Show Calendar to help Brand product to new markets.
- Responsible for Key Retail Accounts, Warehouse Distributors, E-Tailors, Mail Order Companies and Chassis Builders.

**Grant Products, Duarte, California      2003 – 2010**  
**Vice President, Sales**

Previously employed from 1994-2000 and recruited back specifically to help turnaround a stagnant company which was the leading name brand aftermarket custom steering wheels and accessories sold throughout the United States, Mexico, & Canada. This position reported directly to the President, Tom Poteet. Made me very aware of finance and had to decide pay schedules to vendor, reps, and outside services. Very stressful at times but learned a lot about how small business and the struggles involved with rebuilding.

- Successfully brought sales from \$7,683,381 to \$9,301,437 in first year back by getting high caliber accounts to come back as customers.
- Responsible for Key Retail Accounts, Warehouse Distributors, Mail Order Companies and Builders.
- Responsible for over \$12 Million in net sales per year.
- Oversee all Automotive, Golf/UTV, Marine, Heavy Duty Truck, House, Sales and Customer Service Divisions.
- Continued to increase sales an average of over 13% per year since 2004.
- Manage Inside/Outside Sales forces.
- Created Sales Incentive plans for Inside/Outside Sales force.
- Helped create Website Design and layout.
- Created Catalog Design and Layout.
- Introduce creative sales promotions that continue to increase sales.

**Edelbrock Corporation, Torrance, California**  
**National Sales Manager**

**2000-2003**

Vic Edelbrock, owner of Edelbrock Corp, recruited me from Grant Products to help create a new and more User-friendly Factory/Customer Sales Team. Edelbrock is the largest manufacturer of marketed auto parts in the automotive performance industry. This position reported directly to the Vice President of Sales, Steve Whipple.

- Responsible directly for over \$80 million in sales per year (company net sales were \$124 million annually). Reported directly to Vice President of Sales.
- Called directly on key accounts of Warehouse Distributors, Retailers, Mail Order, and Engine Builders.
- Increased total Sales from \$114,000,000 to \$124,000,000 from 2000-2003.
- Oversaw managed Automotive, Race, Motorcycle, Shock, Exhaust, and Technical Sales Teams.
- Responsible for New Product Development Marketing Analysis
- Worked directly with R&D to help Develop & Market new products, and markets.

**Grant Products, Glendale, California**  
**Regional Sales Manager**

**1994 – 2000**

Brought in at entry level Customer Service position and quickly promoted to Western Regional Sales Manager, and then eventually, Regional Sales Manager. Responsible for developing sales programs for Warehouse Distributors and Buying Groups.

- Called on Key Accounts in the Western Region.
- Worked directly with R&D to help Develop & Market new products, and markets while reporting directly to Vice President of Sales
- Increased Sales 20% from 1994-2000.
- Responsible for organizing and updating Customer Database.
- Coordinated and worked various Trade Shows throughout the U.S. & Canada.
- Coordinated annual Sales Conference with Prominent Automotive Associations.

## **AWARDS/ INDUSTRY ACCOMPLISHMENTS**

- 2020 SEMA Hall of Fame Inductee
- 2019 Motorsports Parts Manufacturers Council (MPMC) Hall of Fame Inductee
- 2018- SEMA Cares Immediate Past Chairman
- 2017-2019 MPMC Immediate Past Chairman
- 2016-2018 SEMA Cares Chairman
- 2014 SEMA Person of the Year.
- 2013-2014 Council Board Liaison Committee (CBLC).
- 2014- 2017 Chairman MPMC (served three years, normally two years)
- 2012-2014 Motorsports Parts Manufacturers Council (MPMC) Chair-Elect.
- 2012 Performance Warehouse Association Person of the Year.
- 2012 Performance Warehouse Association Manufacturer of the Year.
- 2011 Performance Warehouse Association Person of the Year.
- 2011 SEMA WD of the Year Task Force Chair.
- 2011-2017 SEMA MPMC Membership Chair.
- 2010 – SEMA’s Young Executive Network Vanguard of the Year Award.
- 2005 Co-wrote SEMA MPMC Business Guidelines Manual.
- 2004 – 2011 SEMA MPMC Select Committee Member.
- 2004 – Present SEMA Scholarship Select Committee Member.
- 2001-2003 PWA Person of the Year Finalist (3yrs consecutively).
- 2001 Recipient of SEMA’s Young Executive of the Year.
- 1998-2000 YEN Chairman
- Charity Work: “Led Foot Live” has raised over \$9,000 for the SEMA Memorial Scholarship Fund/SEMA Cares.

## **CERTIFICATIONS**

- Digital Performance Inc ACES/PIES Certified 2012
- Glendale Community College Microsoft Access Level 2
- Glendale Community College Microsoft Word and Excel Level 2
- Glendale Community College Microsoft Word and Excel Level 1

## **STRENGTHS**

- Wide knowledge and network of many SEMA/PRI Member Companies and employees by working with SEMA Networks and Councils for many years.
- Finance, P&L Sheet
- Accounting
- Company Analytics
- Data Driven Decision Maker
- Ability to Learn from the Past
- Strong Communication Skills
- Relationship Builder

- Realistic Optimism
- Understanding
- Listening Skills
- Willingness to take calculated risks
- Reading people and adapting to necessary management styles
- Coaching employees effectively
- Thinking outside the box
- Extensive computer experience in Office 365 Microsoft Word, Excel, Access, Publisher, Power Point Explorer 11 and Outlook (refer to certifications above).
- Experienced in Catalog/Ad/Sales Flyer Layouts, and Proofreading
- MAS 200 Operating System Experience
- Accelerated knowledge and skill for providing Spreadsheet Analysis through strategic and critical thinking.
- Computer Program Experience in AS400 Main Frame, Photoshop, Acrobat Pro X, Paintshop Pro 7, FTP, Server, Network Set up, and Acronis True Image 2015 Windows XP Pro, Windows 7 Pro, and Windows 8 Pro.
- Excellent Organizational Skills created Database Sales/Software in Microsoft Access.
- Excellent Oral and Written Communication Skills.
- Experienced Public Speaker.
- New Business Development.
- Ability to Restructure and turnaround company (Grant Products) after severe financial issues brought on by ownership to turnaround company and show profit.
- Cost savings to companies working smarter in today's environment through Analytical Problem Solving.
- Team Player, Self-Starter and Highly Motivated.
- Strength in Managing Both Inside/Outside Sales Teams.
- Strong Motivator.