

BRIAN HERRON

for SEMA Board of Directors



WHY I'M RUNNING

FOR THE SEMA BOARD OF DIRECTORS



Protect Vehicle Access and Stop Government Over Regulation

Technology, ADAS, emissions rules, and “right to modify” are at the heart of our industry. Changes are coming that could make most vehicle modifications illegal. SEMA has the ability to influence and drive, protecting our lifestyle. I have experience with legislation and will help unify these efforts so we can speak with a powerful, singular voice that shapes legislation and protects our freedoms.



Streamline and Focus SEMA's Strategy

SEMA's has 9 current priorities, lacking focus. I'll be a champion of consolidating and streamline strategic goals, ensuring we invest time and resources in the areas that matter most.



Empower Councils and Improve Communications

Councils drive grassroots change and engage members to grow our industry. I will advocate for greater representation at the board level from council chairs, clearer collaboration across councils, and improved frameworks to reduce confusion and improve council efficiency.



Grow SEMA Beyond “The Show”

The SEMA and PRI shows are the heart of our industry, but SEMA's influence is broader than the annual show. I want to expand membership by welcoming the hundreds of thousands of smaller shops that install, customize, and repair our vehicles—offering them real benefits like data access, SEMA Garage support, and legislative resources.



As a CEO with extensive experience leading complex organizations—including manufacturing automotive aftermarket parts in Detroit—I know how to unify teams and deliver tangible results. I'm running for the SEMA Board to bring my leadership experience, commitment to innovation, and collaborative spirit to the table. By focusing on what truly drives our industry, we'll keep SEMA strong, future-ready, and consistently delivering real value to every member. Let's move forward together.



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SCAN TO
LEARN MORE

I AM AN ENTHUSIAST AT HEART AND
HAVE OWNED 30 PLUS CARS AND
TRUCKS OF ALL TYPES!

HERE IS ONE OF MY FAVS



INDUSTRY IMPACTS I'VE MADE



Modernizing Performance Tuning

Managed SCT during it's startup and was responsible for their first flasher, the XCAL



The Digital Gauge Movement

18 years ago I co-invented the first user configurable touch screen LCD digital gauge, DashDAQ



Standardizing Vehicle Diagnostics

Co-founded Drew Tech, a company that pioneered the standard for OEM diagnostics



Stopping Patent Trolls

Led a winning case against a large patent troll, invalidating their patent



Access to OEM Diagnostics

I personally contributed to writing and successful passing of Right to Repair laws



Innovations in Vehicle Repair

Named inventor on over 100 patents pending across the aftermarket in advanced vehicle tech

A LITTLE BIT ABOUT ME



ENJOYING MY
STOCK CAR



RECEIVING A
SEMA AWARD



FAMILY CAR
SHOPPING



FIRST TIME IN
A DRAGSTER



FLIGHT TIME
WITH MY SON

SUPPORTERS



SCOOTER BROTHERS

COMP GROUP
DRIVEN RACING OIL



RON COLEMAN

COMP GROUP
DRIVEN RACING OIL



MARK MELLING

MELLING ENGINE PARTS



DAN GRESHAM

MSD PERFORMANCE
SUPERCHIPS, HOLLEY



COLBY MCLAUGHLIN

2024 SEMA PERSON
OF THE YEAR



DOUG EVANS

RADIAL EQUITY PARTNERS
& PAST SEMA CHAIRMAN

VISIT THE SEMA BOARD OF DIRECTORS CANDIDATE MICROSITE: [SEMA.ORG/2025-BOD-CANDIDATES](https://sema.org/2025-bod-candidates)



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