



SPECIALTY EQUIPMENT MARKET ASSOCIATION

Board of Directors Candidacy Questionnaire 2025 Election Year

Brian Herron

OPUS IVS

NAME: Brian Herron	TITLE: CEO
COMPANY: Opus IVS	ADDRESS: 7322 Newman Blvd, Building 3 Dexter MI 48130
OFFICE PHONE: (734) 222-5228 x602 (Cell is preferred)	CELL PHONE: (734) 780-6100
DATE: 01/6/2025	EMAIL ADDRESS: Brian.herron@opusivs.com

Please select nomination category:

- ☐ Chair-elect ****Must have previously served on SEMA Board of Directors to be eligible.**
- ☒ Manufacturer
- ☐ Manufacturers Rep

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:

My resume attached. Michigan Ross EMBA. Strong background in automotive calibration, performance, mechanical repair, diagnostics, and collision. For the last 22 years I have lead businesses that were all SEMA members with the title of General Manager, President, or CEO. I have presented at SEMA general education sessions as well as trained or presented at SAE, CES, and automotive technology forums. I have a background in management, computer science and software development.

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:

Involvement with AutoCare and other industry associations for right to repair laws from 2013-present, some of the language that went into the law was written by me. Involved with Equipment and tool institute as a board of director and past president. Current I-Car board of director. Involvement with the SAE EE diagnostic committee that drives all automotive diagnostic and telematics standards since 2008. Involved with emissions standards activities with BAR since 2013 and EPA/IM Solutions. Volunteer to review SEMA scholarship submissions. Involved with SEMA government affairs team

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:

I was the primary inventor on over 100 patents pending worldwide. I am a creator of products, services, and long term strategies to address changing vehicle technology. First product I brought to market was in 2004 for SCT, known as the XCAL for automotive reflashing. Since then, I've led the design, development, manufacturing, marketing, sales, and support efforts for hundreds of products. I've written articles on the future of diagnostics, spoken at major events on how diagnostics landscape is changing and it's impact on repairers and vehicle customization. The company I have led has won two sema new product awards and over 10 Motor top 20 awards in the past decade.

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

Specific area is complex vehicle technology and helping the aftermarket adapt and thrive. I can help SEMA grow and shift strategy to position member companies for a future where modifications to vehicles require OEM access, must take into account function of key safety systems, and shift the way our industry adapts and offers vehicle customization. I have OE and lobbying relationships that can be used as right to repair and mandates of vehicle crash avoidance systems change the laws that will affect vehicle modification and consumer safety. In addition to my industry experience, I have managed and led companies to growth as a President or CEO and have strong experience across all disciplines.

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 involvement with right to repair legislation
- Landmark patent infringement case I led defense against
- Growth of the company I run to 400 people and my mentorship of young leaders
- My role with an OEM recall campaign getting life saving software updates to 14M cars
- My relationships in the industry

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.

The specialty parts aftermarket is at a turning point, and while there are challenges ahead, I believe there are also major opportunities if we take the right approach.

1. Protecting Our Right to Modify

New vehicle technology—like ADAS, factory security systems, and upcoming mandates for safety features—makes modifying vehicles more complicated. Lifted trucks, performance builds, and even paint thickness can impact sensors and calibrations. As vehicles get more locked down, we need to ensure we still have access to make modifications legally and safely. We need to work with regulators to not only make sure we aren't locked out of vehicles in the future, but that we have been specifically given access to these systems.

2. Keeping ICE Vehicles Alive

While EV adoption hasn't met expectations, more cities and states are pushing restrictions on internal combustion engine (ICE) vehicles. This is a direct threat to the performance and restoration markets that drive our industry. SEMA has a major opportunity to shape legislation, ensuring ICE vehicles and modifications remain a part of our future.

3. Strengthening American Jobs & Manufacturing

The aftermarket isn't just about passion—it's about business. I run a company based near Detroit with American manufacturing jobs. Most of our tools are made in the U.S., supporting hundreds of jobs. As regulations tighten, we need to make sure policies don't push manufacturing overseas or make it harder for small businesses to compete. SEMA should be a strong advocate for American manufacturing and the entrepreneurs who drive innovation.

4. Bringing in the Next Generation

The industry faces a growing talent gap—there aren't enough technicians, fabricators, and builders coming into the field. We need to do a better job of engaging young people, showing them that the aftermarket isn't just about fixing cars; it's about creativity, innovation, and a career they can build a future on.

Our industry thrives when we have the freedom to build, modify, and create. If we focus on these key areas—protecting our right to modify, keeping ICE vehicles viable, strengthening American jobs, and bringing in the next generation—we can ensure the specialty aftermarket continues to grow for years to come.

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 issue that concerns me most is the rapid evolution of vehicle technology and how it could limit the ability to modify, customize, and repair vehicles. As automakers introduce

more factory security, ADAS, and electronic controls, the gap between OEMs and the aftermarket is widening. If we don't take action, we risk losing access to key systems, making it harder for enthusiasts and businesses to build and innovate.

To address this, I would focus on **education and advocacy**. First, we need to expand programs that help SEMA members understand and adapt to these changes—whether they're tuners, fabricators, or manufacturers. SEMA Garage is a great resource, and I'd push for more investment to make it a hub for research, training, and collaboration across different segments of the industry.

Second, we need to be proactive with regulators. There's already movement at the federal and state level to restrict modifications that could interfere with factory safety systems like automatic braking and lane-keeping. If we don't engage now, we could see regulations that outright ban certain aftermarket products. Instead, SEMA should work to ensure a path to compliance—so businesses can continue to innovate legally and safely.

The industry's future depends on keeping modification accessible while ensuring we have a seat at the table when regulations are being written. If we take the right steps now, we can protect both the passion and the jobs that drive the aftermarket.

Part 4 – Association Specific Observations

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?

I believe the two most critical strategic priorities for SEMA are **#2 – Regulatory (non-emissions)** and **#7 – ADDRESS COMPLEX VEHICLE TECHNOLOGY & OEM RELATIONSHIPS**. While emissions regulations remain a concern, the **bigger threats to our industry now come from restrictive vehicle technology**, security measures that limit access, and evolving safety mandates. These challenges are deeply connected, and I believe SEMA should integrate Priority #7 into #2 to create a more unified strategy for **protecting our ability to modify and repair vehicles**.

I can contribute in three key ways:

1. **Strengthening OEM Relationships** – I've built strong connections with senior leaders across many OEMs, especially in areas that impact the aftermarket, like service information, training, and tool access. As a board member, **I would work to open more direct communication between SEMA members and OEMs** to ensure our industry has a seat at the table when new technologies and regulations are being developed.
2. **Regulatory Engagement** – I have direct experience advocating for the aftermarket through initiatives like **Right to Repair** and the REPAIR Act, working with regulators to help them understand the real-world impact of their decisions. **SEMA needs to be proactive in shaping policies** that protect our industry rather than reacting after the fact. I would push for stronger engagement with lawmakers to

ensure we don't face blanket restrictions on modifications.

3. **Educating & Engaging the Aftermarket** – The best way to protect our industry is to make sure our members are informed and prepared. I would help SEMA expand its efforts to **educate businesses, manufacturers, and enthusiasts** on how to **adapt to changing regulations** and vehicle technology. Whether through SEMA Garage, industry events, or broader outreach, we need to equip members with the knowledge they need to stay ahead.

By focusing on **OEM collaboration, proactive regulatory engagement, and industry education**, we can ensure SEMA isn't just reacting to change—but leading the way to keep the aftermarket strong for years to come.

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?

If elected to the SEMA Board of Directors, I bring a unique combination of **technical expertise, leadership experience, industry relationships, legislative advocacy, and deep-rooted passion for the automotive world**. Over my three-year term, I will actively leverage these strengths to help protect and grow the aftermarket industry.

1. **Technical & Industry Expertise** – I've spent my career navigating the challenges of evolving vehicle technology. As an inventor on over 100 patents and a member of the **SAE EE Diagnostics committee**, I have a deep understanding of diagnostics, vehicle security, and access issues—critical areas that impact our ability to modify and repair vehicles.
2. **Proven Leadership** – I've led businesses of all sizes, from startups to mid-sized companies, and currently serve as CEO of **Opus IVS**, an American company with nearly **400 employees and manufacturing in Detroit**. With hands-on experience across engineering, sales, marketing, product development, legal, and finance, I understand what it takes to build and grow a business in this space.
3. **Legislative & Regulatory Advocacy** – I've been directly involved in **Right to Repair** and other industry legislation, working to protect aftermarket access. My experience in navigating regulations gives me the ability to **engage with lawmakers and regulators** to ensure they understand the real-world impact of their decisions on our industry.
4. **OEM Relationships** – I've built strong connections with most **OEMs at the diagnostics and service level**, areas where SEMA can have the greatest impact. These relationships will help bridge the gap between OEMs and the aftermarket, ensuring we maintain access to vehicle technology without unnecessary restrictions.
5. **Industry Involvement** – I actively participate in organizations like the **Equipment and Tool Institute (ETI)** and **I-CAR**, where I currently serve as a board member.

These experiences give me a **broad perspective** on the technical and regulatory challenges that impact not just SEMA members but the entire automotive industry.

6. **Passion for Cars & Racing** – At the end of the day, I’m a true enthusiast. I **build and race my own cars**, and I understand the culture and community that make this industry special. My motivation for serving on the board isn’t just business—it’s personal. I want to help **protect the future of vehicle modification and ensure the next generation has the same opportunities we’ve had.**

By bringing **technical knowledge, leadership experience, regulatory expertise, and real enthusiasm for the industry**, I believe I can make a real impact on the future of SEMA and the aftermarket.

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

Years ago, I provided SEMA with feedback on key areas where the association and the SEMA Show could have a bigger impact—**modernizing its perception among enthusiasts, activating more of its member base, deepening OEM engagement, and taking a stronger stance on government issues.**

Since then, I’ve been impressed by SEMA’s efforts, especially on the **legislative front**, where the association has made real progress in protecting the industry. However, there are still **major opportunities SEMA needs to focus on to stay ahead.**

1. **Bridging the Gap with OEMs** – While SEMA has engaged more with legislators, it needs to do the same with **OEMs and vehicle technology providers**. Many automakers are implementing security controls that restrict access to diagnostics, repairs, and modifications. If we don’t establish a stronger dialogue now, it could become significantly harder for the aftermarket to thrive in the coming years.
2. **Expanding Industry Reach Beyond the Show** – The SEMA Show is the centerpiece of the industry, but its impact **shouldn’t be limited to one week a year**. There’s an opportunity to expand its influence year-round by providing **more education, networking, and support** for businesses adapting to new technology, regulations, and shifting market demands.
3. **Strengthening Member Engagement** – SEMA’s strength comes from its members, yet many businesses don’t fully utilize the resources available. There’s an opportunity to **better connect small manufacturers, builders, and shops with the tools they need to succeed—whether it’s policy updates, training, or market insights.**

If elected to the board, I’ll continue pushing for **stronger OEM relationships, a year-round engagement strategy, and better support for SEMA members** to ensure we’re not just reacting to industry changes—but leading them.

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?

If elected to the SEMA Board of Directors, my focus will be on **protecting the right to modify and ensuring the aftermarket thrives in a rapidly changing automotive landscape.**

1. Navigating the Regulatory Landscape

With increasing government regulations, it's critical that SEMA takes a proactive approach to **protect aftermarket businesses from unnecessary restrictions.** This includes:

- **Advocating for fair regulations** that don't limit our ability to modify, repair, or improve vehicles.
- **Strengthening industry coalitions** to present a unified voice to lawmakers.
- **Educating members** on how to stay compliant while still pushing innovation forward.

2. Keeping the Aftermarket at the Cutting Edge

New vehicle technology—ADAS, secure vehicle gateways, and factory encryption—are making it harder to access and modify vehicles. I will focus on:

- **Expanding SEMA Garage** to help members develop and test products that work with modern vehicles.
- **Building stronger relationships with OEMs** to ensure the aftermarket has access to critical repair and modification data.
- **Providing better education and resources** so shops, builders, and manufacturers stay ahead of industry changes.
-

How I'll Gain Support

- **Engaging SEMA Members** – I'll make sure we're listening to shops, manufacturers, and builders, **bringing their voices into SEMA's strategy.**
- **Clear, Regular Communication** – I'll help ensure SEMA members understand **what's happening in the industry and how it impacts them.**
- **Proving Results** – Whether it's **legislative wins or technical breakthroughs**, I'll push to highlight the impact of SEMA's work to keep members engaged and active.

At the end of the day, my focus is on ensuring **we can keep modifying, racing, and innovating**—without unnecessary roadblocks. By working together, we can **protect the aftermarket, support American businesses, and ensure SEMA remains a powerful advocate for our industry's future.**

13. 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 hold a **clear competitive edge** over others in the automotive aftermarket space, thanks to their **advocacy, industry connections, innovation focus, and cultural influence.**

1. Industry Advocacy & Protection

SEMA isn't just about business—it's about **protecting our right to modify and innovate**. No other organization fights as hard for the aftermarket when it comes to **legislation, vehicle data access, and regulatory challenges**. Whether it's fighting restrictive laws or securing access to vehicle systems, SEMA's advocacy efforts give its members an advantage that other associations simply don't offer.

2. Unmatched Industry Network

SEMA connects **manufacturers, builders, retailers, and media** in a way no other show or association can. The **SEMA Show is the industry's biggest stage**, bringing together the right people, businesses, and ideas to fuel growth. This network creates **real opportunities for partnerships, product exposure, and business expansion**.

3. Innovation & Technology Focus

SEMA's investment in **research, education, and technical resources**—like **SEMA Garage**—helps aftermarket companies stay ahead of emerging technology. While other associations talk about change, SEMA is actively helping members **adapt to EVs, ADAS, and new vehicle security challenges**. This gives businesses a roadmap for success in a rapidly evolving industry.

4. Global Influence & Market Access

SEMA isn't just a U.S.-focused organization—it **opens doors to international markets** through trade programs and events. With an increasingly connected global aftermarket, SEMA provides members with the tools and connections to expand beyond North America.

5. Cultural & Enthusiast Impact

SEMA is more than an industry group—it's part of **automotive culture**. The SEMA Show isn't just a trade event; it's a **celebration of car culture, innovation, and creativity**. This influence keeps SEMA relevant and ensures a **strong pipeline of new talent, customers, and businesses entering the aftermarket**.

Conclusion – SEMA's **advocacy, business network, technical resources, global reach, and cultural influence** set it apart from any other association. It's not just about keeping up with industry changes—it's about **leading the way and ensuring the aftermarket continues to thrive**.

Part 5 – About You

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:

Questionnaires are great for covering the basics, but they don't always capture what truly **drives** a candidate. For me, the **automotive industry isn't just a career—it's been a lifelong passion, from racing to running businesses that protect and grow the aftermarket**.

I've been hands-on with cars since I was a teenager, building and driving **supercharged, turbocharged, and highly modified vehicles** since I was 17. Whether it's **racing, flying, or running a business**, I've always been focused on **performance, innovation, and**

pushing boundaries. That same drive has shaped my professional career—from becoming **GM of SCT at 23** to **leading Opus IVS as CEO**, growing the company from a small team to nearly **400 employees across three continents**.

But beyond the numbers, my focus has always been on **protecting the aftermarket and ensuring our industry has a future**. I've worked directly with **OEMs, government regulators, and industry leaders** to advocate for **Right to Repair, vehicle access, and the ability to modify and improve cars without unnecessary restrictions**.

At the board level, I won't just show up—I'll **be an active voice for progress, pushing for solutions that help businesses thrive and enthusiasts keep building**. My network is deep, spanning **OEMs, government officials, Tier 1 suppliers, and the aftermarket community**, and I plan to **leverage every connection to support SEMA's goals**.

Simply put, I'm here because I care. **I want to help ensure the aftermarket stays strong, that we fight for the right to modify, and that SEMA continues to be the leader in protecting and growing this industry.**

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

I want to serve on the SEMA Board because this industry has been a **huge part of my life**, and I want to **give back and help protect its future**. The automotive aftermarket is at a crossroads, facing major challenges from **technology changes, regulations, and shifting consumer trends**—and I believe my experience, passion, and network can make a real impact in navigating these challenges.

1. Passion for the Industry

I'm not just in this business—I live it. **Building, modifying, and racing cars** has been a lifelong passion, and I want to help ensure the next generation has the same opportunities to innovate and create. SEMA is more than an association; it's a community, and I want to do my part to **support the people and businesses that make it great**.

2. Protecting Our Right to Modify & Innovate

The aftermarket is under **constant regulatory pressure**—from restrictions on ICE vehicles to vehicle security measures that could **limit access to modifying and repairing cars**. I've spent years advocating for **Right to Repair and fair legislation**, and I want to bring that fight to the board, ensuring SEMA is actively protecting our ability to modify, race, and innovate.

3. Bridging the Gap Between OEMs & the Aftermarket

Technology is evolving fast, and if we don't work **closer with OEMs**, we risk losing access to the systems we need to **keep building and customizing cars**. I have strong relationships with **OEM leaders, government regulators, and key industry players**, and I want to use these connections to **secure access to critical vehicle data, diagnostics, and modification pathways** for SEMA members.

4. Supporting American Jobs & Small Businesses

SEMA represents thousands of **American manufacturers, builders, and shops** that keep this industry alive. As the **CEO of a U.S.-based company with manufacturing in Detroit**, I understand what it takes to **run and grow a business in this space**. I want to help ensure SEMA is doing everything possible to support **innovation, workforce development, and opportunities for businesses of all sizes**.

Why This Matters

This isn't just about serving on a board—it's about **taking action to protect and grow the industry we all love**. By combining my **technical expertise, legislative experience, OEM relationships, and business leadership**, I believe I can help **strengthen SEMA's role as the voice of the aftermarket** and ensure we **keep the passion and innovation alive for generations to come**.

16. Understanding how our board candidates work significantly improves the selection process. Please provide us the names and contact information for three people we can speak to in order to gain perspective about you.

Name: Aaron Lowe, SVP Government Affairs

Company: AutoCare

Relationship to you: I worked with Aaron on Right to Repair initiatives. Aaron can speak about my industry experience with advancements in vehicle technology and the ability to distill it down to politicians and non technical interest.

eMail: aaron.lowe@autocare.org

Phone: (301) 518-7751

Name: Dan Gresham

Company: Former CEO Superchips, MSD, SEMA secretary

Relationship to you: Prior Colleague. Dan worked with me when I was the general manager for SCT and can speak to my leadership and enthusiasm towards the industry.

eMail: dan.gresham@gmail.com

Phone: 915 227-0650

Name: James Lawrence

Company: Happy, Previously Power Automedia, SEMA Past Chairman

Relationship to you: James is the SEMA Past Chairman and can speak to my involvement within the industry as a driver of change.

eMail: james@happycompanies.com

Phone: (949) 413-5702

BRIAN HERRON

CEO - OPUS | I V S



Dexter MI



brian@herron.us



(734) 780-6100



[Linkedin/in/brian-herron](https://www.linkedin.com/in/brian-herron)

PROFILE

Sharp, driven, and commercially focused pragmatic leader who cuts thru complexity, takes measured risks, executes to a clear vision, demonstrates confidence under pressure, and identifies value creation priorities to turnaround or grow business

EDUCATION

B.S. MIS

University of Missouri,
Saint Louis, MI | 1998 – 2002

EMBA

University of Michigan, Ross
Ann Arbor, MI | 2021 - 2022

COMPETENCIES

- ADAS, Autonomous, EV
- Automotive Aftermarket
- Automotive Electronics
- Business Strategy
- Contract Negotiation
- Continuous Improvement
- Customer Satisfaction
- Finance
- Global Sourcing and Mfg.
- Innovation
- International Business
- Management
- Patent and Business Litigation
- Photoshop, CAD, Web and Graphic Design
- Product Development
- P&L Management
- Real-estate
- Sales
- Software Development

ACTIVITIES

- Inventor on >100 patents
- Instrument Rated Pilot
- NHRA Licensed Race Driver
- Michigan Licensed Builder
- SAE EE Committee
- Guest Speaker SAE, CES, AutoCare, etc
- ETI Past President and BOD
- Icar Board of Director
- Eagle Scout

WORK EXPERIENCE

President and CEO – Intelligent Vehicle Support Division

2018 Jan - Present

Opus IVS

Ann Arbor, MI

- President of Opus IVS, a division of Opus focused on Intelligent Vehicle Support.
- Led creation of IVS business thru organic growth and acquisitions including Drew Technologies, Autologic, AutoEnginuity, Bluelink, Farsight, and other ventures.
- Built a strategy and executed on developing a business to help automotive repairers deal with complex vehicle technology including ADAS systems, Autonomous systems, EV vehicles, telematics, and flash programming
- Managed integration of all entities into a single division with 7 offices in 3 countries while harmonizing strategy, brands, products, call centers, finance, and engineering

Founder and CEO

2018 - Present

Diagnostic Network (diag.net)

Los Angeles, CA

- Built a team and launched a start-up web application where technicians can grow their knowledge and get peer assistance diagnosing complex vehicles

Principal

2015 - Present

Herron Holdings Group

Dexter, MI

- Operate licensed used car and aircraft sales entities, commercially trading multi-engine pressurized aircraft, collector cars, heavy equipment, and other unique assets
- Manage acquisition and development of real estate in Michigan

President

2006 – 2018

Drew Technologies

Ann Arbor, MI

- Joined the business as a principal in 2006 with only 6 employees and neutral earnings, grew it to 100+ employees with market share dominance and an EBIT of > \$5M
- Independent expert in negotiations between aftermarket and global auto alliance leading to the passage of the Massachusetts Right to Repair law and a national MOU
- Oversaw a successful defense against a billion-dollar patent infringement litigation, leading to the invalidity of the plaintiff's patent in the US federal court of appeals and a landmark decision changing case law on means plus function interpretations

General Manager

2003-2005

SCT

Longwood, FL

- Successfully led recovery of a failing business thru bold moves, structure changes, contract negotiations, litigation management, reinventing products, developing an engineering team, establishing offshore manufacturing, and creating a new brand