

VOTE FOR CARY

MAY 19 - JUNE 2, 2025

SEMA BOARD 2025



MEMBER



Intro: I'm no stranger to hard work—growing up in a farming community taught me the value of perseverance and resourcefulness. I quickly learned how to solve problems using whatever tools and materials were available.

At a Glance:

- **Depth of experience in the industry:** throughout my career I have developed successful working relationships with OEMs, mass merchants, engine builders, truck accessory shops, and installation centers.
- **Support for consumer choice:** whether EV, ICE, Hydrogen, or other alternative fuels, I support a market dictated by consumer choice, not the government.
- **Focus on and support of the DIFM sector:** “do it for me” shops must have the necessary tools, knowledge, and support to maintain the most technologically advanced vehicles.
- **Support at every turn:** I am always a phone call away for customers, colleagues, consumers, and friends in the industry. Teaching, helping, and supporting are keystones of this industry and I am proud to be part of it.
- **Hands-on approach:** I live in the trenches to ensure equality for all levels of distribution!

Goals:

I want to be a liaison between the Manufacturers and SEMA, helping to ensure continued and sustainable growth while eliminating threats to our livelihoods.

- Help shape economic strategies that continue our hobby's growth, so it is here for future generations. Drive more business to our brick-and-mortar accessory shops, engine builders, 12-volt stores and tech centers.
- Encourage SEMA Members to bring youth into the industry through support of trade schools and educational programs.
- Be a voice for the manufacturers, working with lobbyists to fight for fair and balanced policies.



RECOMMEND

CARY

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REEDMAN

Integrity:

Throughout my career, I have had many opportunities to help groups with seemingly opposing goals find common ground and mutual success. These “wins” were the result of strong negotiations, a deep understanding of customer and business needs, and crafting a clear path forward that benefited everyone.

If elected to the SEMA Board of Directors, I will face the challenges and have the difficult conversations, and I will navigate them with skill and integrity to maintain strong partnerships.

Industry Experience:

- Carquest: my first job in the industry (high school through college). I worked the counter and learned the day-to-day business.
- Holley Performance: joined as a Regional Manager, and at the age of 24, I was given the responsibility of managing two rep agencies, overseeing the Northeast Territory.
- Mr. Gasket Group: Sales Manger focused on multiple market channels including mail-order, electronic fuel injection, engine builders, and eventually mass merchants like AutoZone, Advance Auto, and O’Reilly.
- Edelbrock: National Sales Manager for eight years and then promoted to VP of Sales. I managed all branded sales worldwide.
- Magnaflow: Director of Retail Sales with a focus on Auto Zone, Advance, O’Reilly Auto Parts and Napa.
- Race Winning Brands: Vice President of Sales and Marketing, overseeing 17 brands and managing teams across 12 locations worldwide. I built out Portfolio Programs that resulted in mutual growth and efficiency through teamwork and a shared vision.

Currently: I serve as Vice President of Sales and Chief Revenue Officer at PRW Power Inc., where I grow revenue across ecommerce, traditional distribution, industrial, and OEM markets.

Key Skill Sets:

- Finding and Building Key Talent
- Team Building
- Problem Solving
- Getting Things Done
- New Product Development
- Marketing Plan Development
- Financial Accountability

Industry Involvement:

- Member of the SEMA Scholarship Committee
-Past recipient of the SEMA Scholarship
- Member of the SEMA Young Executive Network
-YEN Award Winner, July 2009
- Hot Rod Power Tour Participant 14 Years!



MEMBER

www.sema.org/2025-bod-candidates