



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**Board of Directors Candidacy Questionnaire
2025 Election Year**

Cary Redman
PRW Power Inc.

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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:

I have had the privilege of spending my entire adult life in the automotive aftermarket industry. My journey began in high school, working at a Carquest Parts store, where I gained foundational knowledge that carried me through college and beyond. After graduating, I spent the next five years as a field sales representative for Holley Performance. During this time, I worked diligently to grow a diverse customer base, from small shops and engine builders to warehouse distributors, and I gained invaluable experience in cold calling and territory development.

Following my tenure at Holley, I took on the role of Sales Manager at Mr. Gasket Group, where I spent eight years managing sales in multiple market channels, including Mail Order, Mass Merchant, Fuel Injection, and Engine Builders. In this role, I not only developed market-specific strategies but also managed an outside sales team that worked within these channels to drive growth.

After Mr. Gasket, I joined Edelbrock as National Sales Manager, later being promoted to Vice President of Sales. Over my ten years with the company, I played a crucial role in expanding Edelbrock's branded business across various market channels, particularly Mass Merchants, Engine Builders, and Warehouse Distribution. My work included collaborating with a team of direct employees and external agencies while also stepping into executive responsibilities, such as managing P&Ls, supply chain operations, and forecasting.

Following Edelbrock, I briefly worked at Magnaflow before moving on to Race Winning Brands as Vice President of Sales and Marketing. At RWB, I had the opportunity to manage 18 brands across the automotive and powersports sectors. A key achievement during my time there was launching 14 e-commerce websites without disrupting existing business operations. Additionally, I played a pivotal role in the acquisition of six companies within a short 60-day period, which offered me valuable insights into business integration. I also helped build annual operating, marketing, and business plans for new market segments.

Currently, I am serving as Vice President of Sales and Chief Revenue Officer at PRW Power. Drawing on my 25 years of experience, I am focused on expanding the brand, leading strategic initiatives, and making an impact while still having fun along the way.

My educational background includes a Dual Major of Marketing and Business Management, an Associate in Automotive Aftermarket from Northwood University, and a Master of Business Administration from Ashford University. These academic experiences have complemented my hands-on industry knowledge, enabling me to approach challenges with a well-rounded perspective.

I look forward to continuing to apply my experience and skills to help PRW Power grow, while remaining open to new opportunities for innovation and success in the automotive aftermarket industry.

Thank you for taking the time to read about my journey. I am excited to see where the future takes me.

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:

I have had the privilege of being deeply involved in various automotive initiatives throughout my career. I have assisted with the Hot Rodders of Tomorrow program in partnership with Edelbrock and Race Winning Brands, and I've contributed to the SEMA Scholarship Committee, where I was also a recipient of the scholarship during my college years. Additionally, I spent five years with the Custom Automotive Network (formerly the Performance Warehouse Association), where I served as a board member before ultimately becoming Chairman.

At this time, I am not actively serving on any boards or committees, as my focus has been consumed by RWB. I believe in giving 100% to any role I take on, and if I am unable to dedicate myself fully, I prefer to step back from that opportunity rather than shortchanging the organization.

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 find great satisfaction in the entire process of driving business growth—whether it's building strong relationships, securing large purchase orders, or educating both my team and customers. I understand that the sale isn't truly complete until the cash is in hand, which requires not just closing the deal, but ensuring people are well-trained, customers understand the value of the product, and the price point aligns with the offering.

My true accomplishment lies in the continuous, year-over-year growth I've helped businesses achieve over the past 25 years. I believe my efforts have clearly made a lasting impact, and my success is reflected in the sustained success of the companies I've supported.

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

<input checked="" type="checkbox"/> Manufacturing	<input type="checkbox"/> Motor Sports/Racing
<input checked="" type="checkbox"/> Distribution/Logistics	<input checked="" type="checkbox"/> Vehicle Shows/Auctions/Exhibitions
<input type="checkbox"/> Supply Chain	<input type="checkbox"/> Financial Planning/Management
<input type="checkbox"/> Engineering	<input type="checkbox"/> Accounting
<input type="checkbox"/> Vehicular/Product Design/Innovation	<input type="checkbox"/> Human Resources Management
<input checked="" type="checkbox"/> Product Management	<input type="checkbox"/> Business Management/ Development
<input type="checkbox"/> OEM Design/Technology	<input type="checkbox"/> Sales
<input checked="" type="checkbox"/> Brand Management	<input type="checkbox"/> Business Technology
<input type="checkbox"/> Advertising	<input type="checkbox"/> Data Management
<input checked="" type="checkbox"/> Marketing	<input type="checkbox"/> Internet Utilization
<input type="checkbox"/> Strategic Planning	<input type="checkbox"/> Other (specify):
<input type="checkbox"/> Public Relations	<input type="text"/>
<input checked="" type="checkbox"/> Crisis Management	<input type="text"/>
<input type="checkbox"/> Regulatory Compliance	<input type="text"/>
<input type="checkbox"/> Legislative/Lobbying	<input type="text"/>
	<input type="text"/>

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?

My expertise comes from hands-on experience and a deep understanding of the industries I've worked in. As a proactive, hands-on individual, I thrive by walking in the shoes of those I work with, enabling me to contribute meaningfully to every team I'm a part of. Serving on a Board of Directors has significantly shaped my approach to time management and collaboration. It's taught me the art of bringing diverse groups of people together to resolve common challenges and accomplish shared goals.

Effective communication is one of my strongest skills. Throughout my career, I've honed my ability to navigate through difficult, high-stakes situations, helping stakeholders understand different perspectives and find common ground. This skill has been invaluable in my work with boards, where balancing various interests is often a key component of success.

One industry that has always been close to my heart is the automotive sector, particularly the shift from internal combustion engines (ICE) to electric vehicles (EV). I've had the privilege of witnessing the transformation of this industry firsthand—from carburetors to fuel injection, from direct injection to the emerging era of EV power. As the industry continues to evolve and integrate electric vehicles into everyday life, I believe EVs have a permanent place in the automotive aftermarket, much like the carburetors that remain in vehicles 40 years later.

I'm also passionate about advocating for the preservation of our industry's freedoms, especially in the face of potential overreach by government regulations. I've supported the RPM Act and have even had the opportunity to speak with senators and their aides in Washington, D.C. My concern is that much of the policymaking is happening in the hands of younger generations who may not fully grasp the long-term implications of such decisions. I believe it is crucial to educate them on these

matters. While I may not be able to change the system, my focus is on learning how to navigate it effectively and ensure that the voices of industry professionals like myself are heard and understood.

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 most significant accomplishment has been my journey through the aftermarket industry, starting at the ground level in a parts store and working my way up to Vice President at Edelbrock. Along the way, I've had the opportunity to navigate both the challenges of private equity and the close-knit dynamics of small businesses, helping them grow year after year. However, what I'm most proud of is the respect and trust I've earned from my peers, even after having to make difficult decisions that impacted them. I've always focused on providing opportunities for others to grow and succeed, because I believe in the power of teamwork. For me, success has never been about individual achievement—it's about what we can accomplish together. That has always been my guiding principle."

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.

Changing nature of the consumer – a different generation with different opportunities. This may present as a threat for some but if managed effectively, a strong opportunity. SEMA can establish sustainable relevance, engagement, and advocacy through new channels. Appealing to this new generation of consumer through richer social interaction and promoting authentic experiences will yield significant opportunity.

Technology adoption will accelerate – but not be predictable. The speed of acceptance of electrification, safety spec, autonomy will ultimately be driven by the consumer. As this technology rapidly deploys, the opportunity to provide customers personalization and differentiation remains lucrative. OEM's economics drive them toward generic solutions; Specialty aftermarket parts will continue to provide an outlet for individualization that customers will always demand.

Legislative threats – Environmental policy is driving rapid and fundamental change in all parts of the automotive industry, including OEM. We must educate our members on how to proactively navigate legislation that cannot be influenced. Here too is an opportunity to evolve the industry to have a new relevance in the inevitably different automotive landscape.

Staffing and Training – with tumultuous labor markets, all aspects of the industry are challenged – from manufacturing, logistics, technician and sales staff. The specialty parts industry must maintain a certain "cool factor" that makes it an industry of choice able to navigate a highly competitive labor market.

Supply chain and manufacturing resilience – Supply chain challenges will favor members

with robust supply chains and attention to quality. When previous years were impacted by pandemics and logistics challenges, the coming years will be subject to tariff policy and global economic relationships. There are opportunities to coach the industry on alternate supply chains, localization, alternate sales and distribution models – and above all, have members informed of the potential impacts so that they can make informed decisions and investments

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 evolving nature of the customer and the market represents both a risk and opportunity. Many know the current customer – but often industries fail to anticipate how the changing habits and motivations will redefine the future customer. Proactively anticipating how tomorrow's customer will change, can ensure strategy setting for future strength and sustainability.

SEMA is uniquely positioned to provide real insights and trends on the aftermarket and customers to its members. This can benefit both offensively and defensively. Customers represent an influential group that are not just foundational to the economics of the industry but can represent passionate advocates and lobbyists. If we understand the customer, appeal deeply to the customer, and activate the customer, we can fend off many threats and reap the benefits of many opportunities.

Offensively: Understand the customer deeply – beyond demographics, understand psychographics – their values and motivations. Use this foundation to effectively market to them. Seek new channels of communication and alternate methods of validation. Build a strong new foundation of passionate consumers personalizing and modifying their vehicles.

Defensively: switch next generation consumers from a liability to an asset. Younger generations are connected, active and vocal. Beyond replenishing a strong customer base, their engagement can bolster lobbying and advocacy. Recruit and activate them as vocal supporters of the industry.

Continue and bolster MADE IN USA.. In times of a challenging global supply, societal unrest, and geo-political uncertainty, locally made provides flexibility and resilience. Improved perceived value (pricing power) provides some buffering to the inevitable cost impact

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?

The SEMA Board have a responsibility to navigate the present, while preparing SEMA for the future. A strong and prosperous industry can only be achieved through regulations and legislation that respect the nature of the automotive aftermarket.

Regulatory Issues have been a focus on the SEMA board during my first term, and I see this as a critical ongoing focus. Ensuring that legislation is implemented or amended to be supportive of the aftermarket industry is critical to the success of SEMA member companies.

Over the last few years, I have observed first hand the impact of strong lobbying and policy influence – with many wins for the industry and SEMA members. Further, I am proud to see the connection between OEM and SEMA DC offices, to explore opportunities to amplify lobbying efforts for the common good of the industry.

Going forward, I can continue to provide the Board with a unique perspective and background – providing context and industry outlook to best enable decision making and resource allocation for the biggest impact.

Member engagement is another initiative that is key – specifically two elements: How to provide value to all members – as their needs evolve, how does SEMA ensure relevant and impactful representation and support.

And secondarily, how to ensure that we evolve the member base – continuing to reflect the changing nature of the industry, membership, and appeal to new members. Member companies evolve – both in how they do business, and what business they do. SEMA needs to actively listen to its members – supporting the needs of current members, whilst evolving to support new and changing member needs.

The nature of my role, and my career has been understanding the customer, and determining a strategy to best fulfill their needs now and in the future. This is the same for SEMA members – listening, learning, and matching that with an outlook for the future – we can proactively evolve to remain strong, relevant, and impactful.

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?

As a member of the SEMA board, I would continue to bring a unique balance of deep OEM experience and low volume specialty performance business – all underpinned by an immense passion for the car business.

My first term on the SEMA Board has given me background, perspective and relationships – all of which I can leverage as the Board navigates SEMA into a strong and healthy future..

My career has been built on driving new business from inside the world's largest OEMs (Toyota and Ford) – leveraging experience in all areas including accessory, conversions,

marketing, product planning and overall truck business operations. My role is to build a business that encompasses all parts of the customer experience – including the aftermarket industry.

However, my experience is not limited to the scale of OEM. In contrast, and to complement, I have co-founded and grown grass roots businesses. From specialized automotive and motorsport engineering to directing low volume performance car business – the experience gained through both success and failure is unique and invaluable.

Within Toyota corporate, I must understand, evaluate and adapt to the challenges that the industry faces. My role is to build a business that is all encompassing – based on the entire customer experience, including all aspects of personalization and customization. This extends beyond the first owner to future owners.

At the heart of the opportunity is the market – the customer and the lives they live. The world they live in is driven by regulatory, environmental, and social influence. Core is understanding the customer – both today and the customer of tomorrow. Understanding what they love, what motivates them, and delivering a business that best serves them.

SEMA has been tapping into this passion for many decades. Critical to future success, is complementing this passion with a knowledge of the future challenges and opportunities – and the vision to SEMA to thrive in the new opportunities as they arise. I have that insight and already plan future business models to thrive in this space.

Strategic partnerships, when promoted and executed with vision, can provide sustainable growth opportunities for both aftermarket companies and OEMs. As marketing funds stretch, and gaining share of voice with customers becomes harder, targeted tactical alignment between brands is efficient and effective. Combined reach, messaging, and complementary brand credibility grows both brands.

I am uniquely positioned to address this challenge - combining deep experience of OEM business, proven entrepreneurial aptitude, and a passionate understanding of the aftermarket accessorization and customization industry.

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

SEMA could have deeper integration with associated events and activations throughout the year. Many member companies and customers are present at events across the country and with different focusses through out the year. Partnering and/or leveraging connection with these events could expand the reach and ensure the relevance of SEMA.

Customers engage, connect and consume experiences differently now – being linked to events throughout the year can be an effective and efficient means to grow with the customers.

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?

In my first term, I have great passion for deepening the connection between OEMs and SEMA. I would continue to provide insights and connections to further evolve the relationship between aftermarket and OEMs for mutual benefit.

Additionally, establishing a clear long term roadmap for the evolution of SEMA based on the best interest of the members – how to ensure a social and political environment that embraces the desires of the automotive enthusiasts. Balancing and view of what works now, with anticipation of the future and how we can chart a course toward success and robust to the uncertainties and variables that inevitably present to the industry.

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

SEMA's advantage is scale, impact and passion. As an association, SEMA represents a huge number of companies, that collectively have an immense economic and social impact. The industry is founded on passion – this will not change, but it will evolve. The aftermarket industry will always be intertwined with all parts of society – leveraging people's passion and desire for the vehicles to reflect who they are and enable a lifestyle. On this foundation, SEMA is unique positioned to appeal to consumers, whilst supporting its members.

SEMA is an aspirational brand for many enthusiasts – more than a trade organization, it embodies the passion of the industry. This is an asset that can be leveraged to evolve the show and broaden engagement beyond the show.

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:

There are three words that I can best be summarized by: Passion, People and Vision.

Passion:

I love what I do. I love the industry. I love the energy of customers, and I have always loved cars and trucks. It is a privilege to be so passionate about my vocation, and this is something that both drives me and allows me to inspire others.

People:

Everything about our job is people. It brings me immense satisfactory to see a team come together and achieve something that would be impossible for any individual. Relationships are so powerful and foundational to all parts of our industry. It is those connects that inspire

and drive me,

Vision:

I see what things can be – and I find great satisfaction in sharing this vision with others to build great things together.

Upon personal reflection – my success is a product of my passion... Years ago I was a young boy in rural Australia, eagerly pouring over Four Wheeler magazine, dreaming about the automotive world in the US. It was my Disneyland. As distant as that dream seemed, I was determined to make it a reality. Today I live my dream in the US – with my wife and two boys, we thrive. I feel privileged for the opportunity and driven to do huge things with it! My focus is to pay it back - provide my energy and experience to help SEMA become bigger and better.

My automotive, business and life experiences are rich and immense. In my first term, I can proudly say that I have made an impact – bringing unique perspectives to the board, so that we can collectively chart the course for SEMA into the future.

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

Everything I do professionally, and personally revolves around the US auto industry. More specifically, everything that is emotive for our customers – going beyond transportation – embracing cars and trucks as an enabler of experiences, emotions and personal representation.

This can only stay strong and vibrant through organizations like SEMA, and its volunteers. I am passionate about the future of our industry, and the least that I can do is to volunteer my time and resources to protect it into the future.
It is an honor and a passion to serve the SEMA members.

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: **Lachlan McCann - CEO**
Company: **ARB**
Relationship to you: **Strategic aftermarket supplier / branded partner**
eMail:
Phone:

Name: **KV Lacks**
Company: **Lacks Enterprises**
Relationship to you: **Toyota parts supplier**
eMail:
Phone: **616-822-6158**

Name: **O. John Coletti** - ex Mustang Chief Eng., Head of SVT, Ford GT
Company: Automotive Performance Partners
Relationship to you: Business consultant and industry contract
eMail: john@APP2100.com
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