

2025 SEMA Election

VOTING OPENS MAY 19TH

SHANE MCNALLIE

For SEMA Board of Directors



MY COMMITMENT

Advocacy

Tirelessly representing aftermarket manufacturer interests with actionable strategies

Integrity

Extensive knowledge of the truck accessory and off-road markets

Transparency

Openly address challenges, keeping members informed and involved.

A VOTE FOR SHANE IS A VOTE FOR...

With 29 years in the automotive aftermarket, I bring a deep understanding of our industry and its evolving challenges. I’ve successfully fought against counterfeit parts—engaging platforms like Amazon to protect manufacturers and consumers with a focus on “buy local” supporting installation of our aftermarket products. As an off-road enthusiast, I don’t just work in this industry—I live it. I’m running to be a voice that truly represents Aftermarket Truck Accessories and pushes our industry forward.

-Together we can grow engagement and generate new membership for SEMA in the Truck and Off-road categories.

Endorsed By Industry Leaders:



Larry Montante

Keystone VP Category Mgmt.

Shane’s broad industry perspective, extensive managerial experience, and strategic thinking make him an excellent candidate for the SEMA Board. He’s great at navigating complex business situations and building strong partnerships. Shane’s commitment to improvement and innovation would bring fresh ideas and valuable insights to the Board.



Tim Odom

President of the AAM Group

I’m proud to endorse Shane McNallie for the SEMA Board of Directors. I believe that context is so very important... and Shane has that. He’s worked at every level in this industry—from the shop floor to the executive level. [Additionally,] he brings a valuable perspective from the truck accessory world that could be very useful to the board.



TOP PRIORITIES FOR OUR INDUSTRY:

Protecting Your Business from Offshore Counterfeits

- Committed to enacting legislation against counterfeit and unsafe products.
- Passionate advocate for policies holding marketplaces accountable.

Empowering Professional Installers

- Dedicated to strengthening professional installer channels to ensure quality installations and consumer safety.
- Believes strongly in supporting professional jobbers/installers against overly aggressive direct-to-consumer trends.
- Believes the best consumer experience is a professionally installed part

Expanding OEM Collaboration

- Actively working with OEMs for greater transparency and openness to aftermarket innovation. ADAS and CANBUS system access
- Working tirelessly to secure fair open access for aftermarket developers.

"Our industry's future relies on protecting manufacturers, advocating fair regulations, and empowering professional installers. I am committed to driving real action on these critical issues." — Shane McNallie

Quick facts:

- **29 years** of extensive automotive aftermarket knowledge in Truck Accessory and Off-Road Markets
- Years of M&A experience. Well versed at working through the challenges of acquisitions.
- Former local shop owner – I understand pressures on local installers and am passionate about their success in our industry.

Representing Industry Leading Brands:



LET'S DRIVE THE AFTERMARKET FORWARD — TOGETHER!

For more information, visit www.sema.org/2025-bod-candidates