



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**SEMA MANUFACTURER
CANDIDACY QUESTIONNAIRE
2024 ELECTION YEAR**

**BRIAN HERRON
OPUS IVS**

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your résumé and/or Bio. Describe the specifics of your current job responsibilities:

My résumé is attached. Michigan Ross EMBA. Strong background in automotive calibration, performance, mechanical repair, diagnostics and collision. For the last 21 years, I have led 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 to the 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.

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 more than 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 the diagnostics landscape is changing, and its impact on repairers and vehicle customization. The company I have led has won two SEMA New Product Awards and more than 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 | _____ |

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?

A 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 lifesaving software updates to 14 million 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.

1. Vehicle Technology Disruptions: ICE Vehicles to EVs:

- **Advanced Driver Assistance Systems (ADAS):** The increasing prevalence of ADAS challenges the aftermarket industry, especially in terms of calibration requirements for modified vehicles. For instance, sensors in lifted vehicles or those with specific paint thicknesses demand precise adjustments, underscoring the need for advanced technical knowledge (Source: IBISWorld Industry Report on ADAS).
- **Autonomous Vehicle Systems:** As vehicles progress towards Level 3 autonomy, the integration of aftermarket parts with OEM systems becomes critical. These systems rely heavily on factory calibrations, potentially limiting the scope of aftermarket modifications. There is already a mandate for AEB (automatic emergency braking) for 2025 on all new vehicles sold. These mandates will only continue to increase complexity, sensors and calibrations. (Source: National Highway Traffic Safety Administration guidelines).
- **Vehicle Security Enhancements:** Enhanced security features like RSA encryption on ECUs and coded components restrict aftermarket modifications. As we move into the next decade, we will see standardized secure vehicle gateways and ECU architecture moving from distributed to domain to zonal, significantly increasing complexity of access to vehicle electronics. This increased security complexity can impede the accessibility and customization of vehicle systems (Source: Automotive Cybersecurity Report).
- **Regulatory Challenges:** The regulatory landscape, influenced by agencies like NHTSA and EPA, continues to evolve, particularly concerning vehicle safety systems. This evolution parallels past challenges faced by the industry in areas such as emissions control (Source: EPA and CARB regulatory updates).

2. Shift from ICE Vehicles to EVs:

- **Impact of ICE Vehicle Bans:** Despite EVs not meeting previous growth expectations, the increasing number of local governments pursuing bans on ICE vehicles represents a significant industry shift. This trend underscores the urgency for the aftermarket industry to respond to these regulatory challenges (Source: Global Policy Forum on ICE Bans).
- **Opportunities amidst Regulatory Shifts:** While the ban on ICE vehicles could present significant challenges, it also opens doors for SEMA to play a significant role in the writing of the future for the automotive industry and aftermarket. (Source: SEMA Market

Research).

3. Industry Employment Trends:

- **Talent Gap:** The Autocare report indicates a growing talent gap, with technician numbers increasing at a CAGR of 0.8% against a demand growth of 1.2% CAGR. This mismatch highlights the need for more targeted recruitment and training initiatives within the industry.
- **Youth Engagement:** Engaging the youth is crucial, especially as their interest leans towards cleaner, more sustainable automotive technologies. The industry must adapt to these changing preferences to attract new talent and sustain its future (Source: SEMA Young Executives Network survey).

The specialty parts aftermarket is at a crossroads, facing both challenges and opportunities arising from technological advancements, regulatory shifts, and changing market dynamics. Addressing the talent gap, adapting to vehicle technology disruptions, and responding proactively to the gradual phase-out of ICE vehicles are imperative for the industry's continued growth and innovation.

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?

Of the identified issues, the one that concerns me most is the rapid evolution of vehicle technology and its potential impact on the aftermarket industry. The gap in understanding between OEMs and SEMA member companies is substantial and growing. Addressing this challenge is critical to ensure the industry's future.

To initiate change, my approach would focus on two key areas: regulatory initiatives and targeted education programs. We need to bridge the knowledge gap between SEMA members and the evolving technological landscape. This can be achieved by developing comprehensive education programs that address the specific challenges and opportunities each segment of our industry faces, from tuners and exterior modification specialists to lighting, collision and wheels/tire professionals.

I recognize the valuable asset SEMA has in its SEMA Garage. Expanding investment in this facility and leveraging it as a hub for research, education and collaboration is essential. By doing so, we can disseminate tailored knowledge and action plans across different industry segments.

The urgency of this initiative cannot be overstated. If we fail to adapt swiftly, there's a real risk of the industry falling behind in technology and inadvertently compromising critical safety systems like automatic braking and lane-keeping, which are now mandated for 2025. Regulatory bodies such as the California and the National Highway Traffic Safety Administration (NHTSA) are already considering regulations to ensure the proper functioning of these systems. Without proactive engagement and adaptation, SEMA members risk having their products deemed illegal for use in vehicles with advanced safety systems, especially during periodic mandated inspections.

In summary, my plan involves a concerted effort towards fostering a deeper understanding of vehicle technology changes through education and collaboration, coupled with proactive regulatory engagement. This approach is not just about averting potential disasters; it's about steering the industry towards a future where it can thrive alongside technological advancements.

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 strongly believe that Strategic Priority #2 – Regulatory (non-emissions) and the integration of OEMs, regulators and the aftermarket (currently represented under #7) are the most critical areas for SEMA's focus. While emissions remain a significant concern, the landscape of state emissions programs has become more navigable for our members. The evolving dynamics of ICE versus non-ICE technologies, and the emerging complexities in vehicle technology, now demand our greater attention. These challenges are deeply interconnected and require a unified approach, suggesting that #7 should be integrated into #2 for a more cohesive strategy.

My contribution to these priorities will be threefold, leveraging my existing advocacy work and relationships:

1. OEM Relationships: I have established personal connections with senior leaders across most OEMs. These contacts play key roles in providing technology tools, training and service information to both dealerships and the aftermarket. Through the SEMA Board, I believe as an industry we can facilitate better communication and collaboration between OEMs and our members.

2. Regulatory Engagement: My involvement in initiatives like the right to repair and the REPAIR Act, among others, have given me the opportunity to communicate the aftermarket's challenges and needs to regulators. I have a track record of helping officials understand the technical and practical realities facing our industry. As a Board member, I would amplify this advocacy, working towards regulatory environments that support, rather than hinder, our industry's growth and innovation.

3. Aftermarket Education and Awareness: Utilizing a wider network than my own social media footprint, I could help SEMA disseminate relevant information and raise awareness about the industry's future. My goal is to foster a well-informed aftermarket community, prepared to adapt to and thrive amid these evolving challenges. By focusing on strengthening OEM relationships, engaging with regulators and educating the aftermarket community, I believe I can significantly contribute to the success of SEMA's strategic initiatives. These efforts are not just about navigating current challenges; they're about laying the groundwork for a resilient and innovative future for our industry.

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 blend of technical expertise, legislative experience, industry relationships, organizational involvement, and genuine enthusiasm for the automotive world, all of which I can actively leverage over my three-year term:

1. Technical Expertise: My technical background is particularly relevant for guiding the SEMA Board through current and upcoming changes. As an inventor named in more than 100 patents and a member of the SAE EE Diagnostics committee, which defines motor vehicle standards related to diagnostics, I have a deep understanding of the technological advancements and challenges in our industry.

2. Leadership Experience: I have experience leading all sizes of businesses from startup to medium sized. I was general manager of SCT, and currently I am CEO of Opus IVS with nearly 400 employees. In the past 20 years I've had hands on experience with every different area of the business from marketing, sales, engineering, product management and manufacturing to legal and financial.

3. Legislative Experience: My background in legislation, especially my personal involvement in right-to-repair initiatives, equips me with the insight and experience necessary to navigate and influence regulatory environments. This experience is crucial for advocating for SEMA's interests in legislative circles.

4. OEM Relationships: I have established connections with most OEMs at the diagnostics and service level, which are key areas where SEMA can have the greatest impact. These relationships can facilitate effective collaboration and mutual understanding between SEMA and OEMs.

5. Organizational Involvement: My active participation in other organizations facing similar technical challenges, such as the Equipment and Tool Institute (ETI) and I-CAR, where I currently serve as a board member, broadens my perspective. This involvement gives me a comprehensive understanding of the challenges across different facets of the automotive industry.

6. Personal Passion: At my core, I am a car enthusiast and racer. I personally build and drive my own race cars and performance street cars. My contributions are driven by a genuine love and understanding of cars and their culture.

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

Reflecting on the feedback I provided to SEMA three years ago, I highlighted several areas where the association, along with the SEMA Show, could enhance its impact and relevance in the industry.

These areas included modernizing the perception of SEMA among enthusiasts and members, fully activating its broad member base for greater impact, proactively addressing industry disruptions, deepening OEM engagement, and improving its stance and

communication on governmental issues.

Since that time, I have been impressed by SEMA's concerted efforts to make legislative impacts across all these areas. Their proactive approach and dedication to navigating legislative landscapes have significantly advanced the association's position and effectiveness in advocating for the automotive aftermarket industry. This evolution is commendable and reflects a responsive and forward-thinking organization. However, despite these positive strides, the industry continues to face substantial threats and risks that require relentless focus and strategic action. The challenges of regulatory compliance, technology integration, and evolving market dynamics remain potent factors that could impact the industry's future sustainability and growth.

As a potential SEMA Board member, I am committed to continuing my support and collaboration with SEMA's legislative team. I have given feedback, and I will continue to do so wherever possible to help SEMA's legislative advocacy and strategic initiatives. By leveraging my insights, experiences and network, I can further assist in navigating these complex issues—ensuring that SEMA remains at the forefront of industry advancement and advocacy.

While SEMA has made notable progress in addressing the concerns raised, the journey is far from over. It's imperative that we maintain a relentless focus on these issues to safeguard and move the industry forward amidst an ever-changing landscape.

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 primary focus will be on two critical areas: navigating the complex regulatory environment and fostering innovation within the rapidly evolving automotive technology landscape. These priorities are not just about addressing immediate challenges; they are about securing a prosperous future for the entire aftermarket industry.

Navigating the Regulatory Environment: The automotive aftermarket faces an increasingly complicated regulatory landscape, particularly with the rise of electric vehicles (EVs), advanced driver assistance systems (ADAS), Secure Gateways, distributed computing technology, telematics and autonomous driving technologies. My efforts will be geared towards ensuring SEMA and its members are not only compliant with current regulations but are also proactively involved in shaping future legislation. This involves:

- **Advocacy:** Working closely with SEMA's legislative team to advocate for fair and reasonable regulations that consider the unique needs and contributions of the aftermarket industry.
- **Collaboration:** Building coalitions with other industry groups and stakeholders to present a united front on regulatory issues.
- **Education:** Providing SEMA members with the resources and knowledge they need to navigate regulatory challenges effectively.

Fostering Innovation in Automotive Technology: As vehicle technology continues to advance at an unprecedented rate, it is imperative that the aftermarket industry keeps

pace. My focus will be on encouraging innovation and adaptation within the industry, specifically in areas such as EVs, ADAS and connectivity. This includes:

- **SEMA Garage Expansion:** Leveraging SEMA's resources, like the SEMA Garage, to support members in developing and testing new technologies and products.
- **OEM Partnerships:** Strengthening relationships with OEMs to ensure aftermarket access to diagnostic tools, vehicle data and training materials.
- **Member Education:** Organizing workshops, webinars and sessions at the SEMA Show focused on emerging technologies and trends to prepare members for the future.

Gaining Support: Achieving these objectives requires broad support from SEMA's membership and stakeholders. To gain this support, I will:

- **Communicate Clearly and Regularly:** Use SEMA's channels to keep members informed about regulatory challenges and technological advancements, explaining how these issues impact their businesses and what SEMA is doing to address them.
 - **Engage Members:** Encourage member participation in advocacy efforts, surveys and feedback sessions to ensure that SEMA's actions reflect the collective interests and concerns of the industry.
 - **Showcase Successes:** Highlight examples of how SEMA's efforts have led to positive outcomes, such as successful advocacy campaigns or innovative products developed with SEMA's support. This will demonstrate the value of SEMA's initiatives and encourage further engagement and support from the membership.

My tenure on the SEMA Board of Directors will be marked by a commitment to addressing the twin challenges of regulatory navigation and technological innovation. By focusing on these areas and working to gain the necessary support, I aim to contribute to a vibrant, forward-looking aftermarket industry that is prepared for the challenges and opportunities of the future.

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

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:

While questionnaires provide a structured way to understand a candidate, they often miss the nuances and depth of an individual's passion, drive and unique contributions. I want to highlight aspects of my personality and professional journey that underscore my suitability for the SEMA Board.

At my core, I am deeply passionate about performance in all its forms. This enthusiasm isn't just a hobby; it's a way of life. As a pilot and a race car driver, the pursuit of speed and

efficiency is a constant theme in my personal endeavors. My love for cars and the community that surrounds them aligns perfectly with SEMA's mission, and I see this as an opportunity to contribute to an industry that has been central to my life.

From a young age, I've been hands-on with vehicles, having built and driven supercharged, turbocharged, and highly modified car since I was 17. This isn't just about the thrill of driving; it's about understanding the intricacies and potential of automotive technology. My dedication to performance extends into my professional career, where I've been both fortunate and fearless. Starting as a general manager at the age of 23 for a performance electronics company (SCT), I've demonstrated a capacity for leadership and growth, eventually leading my current company as CEO. Under my guidance, the company expanded from a handful of employees to nearly 400 across three continents, showcasing my ability to envision and enact significant change.

My approach to leadership and innovation is both driven and relentless. I bring not only enthusiasm but also a proven track record of initiating and managing growth to every endeavor I undertake. At SEMA Board meetings and within the membership, I will be an advocate for progress, leveraging my experiences and insights to drive forward the association's goals.

Moreover, my network is extensive and varied, encompassing government officials, OEMs, Tier-1 suppliers, and the aftermarket community. This network isn't just a list of contacts; it's a resource of collaborative potential that I am eager to mobilize in support of SEMA's objectives.

In conclusion, I bring to the table not just skills and experiences but a life-long commitment to the automotive industry. My journey reflects a blend of passion, leadership, and a forward-looking perspective that I believe will be invaluable to SEMA and its mission. I am ready to tackle the challenges ahead and contribute to shaping the future of an industry that has given so much to me.

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

My desire to volunteer as a SEMA Board member stems from a deep-rooted passion for the automotive industry and a commitment to contribute to its growth and sustainability. This role presents a unique opportunity to leverage my experiences, insights and skills to make a meaningful impact on an industry that has been a significant part of my life.

1. Passion for the Automotive Industry: My enthusiasm for all things automotive goes beyond a hobby; it's a core part of who I am. Having been actively involved in the industry from a young age, driving and modifying vehicles, I've developed an appreciation for the innovation, creativity and community that define the automotive world. Serving on the SEMA Board would allow me to give back to this community by supporting and advocating for the interests and needs of its members.

2. Desire to Influence Industry Growth: The automotive industry is at a pivotal moment, facing technological advancements, regulatory challenges and evolving consumer preferences. I believe my background in managing and growing a performance electronics

company, along with my technical expertise and legislative experience, positions me well to contribute to SEMA's efforts to navigate these changes. I am motivated by the opportunity to help shape the future of the industry in a way that promotes innovation, ensures sustainability, and enhances the market for specialty parts and vehicles.

3. Commitment to Advocacy: Throughout my career, I've been an advocate for the rights and interests of the automotive community, particularly in areas related to regulatory challenges and the right to repair. By serving on the SEMA Board, I can continue this advocacy on a larger scale, working to protect and advance the interests of SEMA members and the wider automotive aftermarket industry. This includes engaging with legislators, regulators and other stakeholders to ensure that our industry's voice is heard and considered in policy-making processes.

4. Leveraging My Network and Resources: I bring to the table a large network of contacts across government, OEMs, Tier-1 suppliers and the aftermarket, along with in-depth knowledge and experience. By volunteering as a SEMA Board member, I look forward to mobilizing these resources for the benefit of SEMA and its members. Whether it's facilitating partnerships, driving educational initiatives, or spearheading advocacy efforts, I am eager to use my connections and expertise to support SEMA's strategic objectives.

In summary, my motivation to volunteer as a SEMA Board member is driven by a combination of personal passion for the automotive industry, a desire to contribute to its future direction, a commitment to advocacy, and a readiness to leverage my network and resources for the greater good of SEMA and its stakeholders. I view this role not just as an opportunity to serve but as a responsibility to contribute to the ongoing success and vitality of an industry that has given so much to me and many others.