



**SPECIALTY EQUIPMENT MARKET ASSOCIATION**

**SEMA DISTRIBUTOR/RETAILER  
CANDIDACY QUESTIONNAIRE  
2024 ELECTION YEAR**

**ROB WARD  
LEGACY EV**

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:

Current Job: CEO of Legacy EV, innovation in aftermarket EV, workforce development, etc.

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:

Our non-profit. SEMA education partner. Partnership with Barrett-Jackson Motoworlds for education. Grants, visit to the White House, etc. Financial and time commitments with Live Love, House of Refuge, volunteering at our church and supporting missionaries in Africa working for ABC. I have the bandwidth to be a huge asset for SEMA as I am not currently serving on any other boards and do not intend to commit to any other boards.

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:

EV Builders Guide, Top 50 award from Barrett Jackson, built the first fully electric C10, 1966 Cadillac, 1930 Model A and 1966 Bronco. Lots of magazine features, awards and a White House visit. Have spoken on countless panels as the aftermarket EV expert at the SEMA Show, PRI Show, Ohm on the Range, Barrett-Jackson, *Car and Driver*, *Wired Magazine*, *Robb Report*, partnered with Shelby American, etc.

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

- |                                                                         |                                                                        |
|-------------------------------------------------------------------------|------------------------------------------------------------------------|
| <input type="checkbox"/> Manufacturing                                  | <input 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 type="checkbox"/> Financial Planning/Management                 |
| <input checked="" type="checkbox"/> Engineering                         | <input type="checkbox"/> Accounting                                    |
| <input checked="" type="checkbox"/> Vehicular/Product Design/Innovation | <input type="checkbox"/> Human Resources Management                    |
| <input type="checkbox"/> Product Management                             | <input checked="" type="checkbox"/> Business Management/ Development   |
| <input type="checkbox"/> OEM Design/Technology                          | <input checked="" type="checkbox"/> Sales                              |
| <input type="checkbox"/> Brand Management                               | <input type="checkbox"/> Business Technology                           |
| <input type="checkbox"/> Advertising                                    | <input type="checkbox"/> Data Management                               |
| <input type="checkbox"/> Marketing                                      | <input 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 type="checkbox"/> Regulatory Compliance                          | _____                                                                  |
| <input 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?

Twenty-three years of electrical design and automation at Serial Entrepreneur; have founded multiple multi-million-dollar companies. Our industry is facing its biggest industry disruption with the transition to EVs, and I am uniquely equipped to bring value to this transition. We have electrified the most diverse list of automobiles with the most diverse list of integrated components in the industry. We are the company that people come to for the “parts and smarts” they need to make wheels spin.

6. What would you say is/are your most notable achievement(s) to this point in your career? What are you most proud of?

Building and scaling large companies. I love leadership, building a team and doing things that have never been done before! Legacy accomplishments.

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.

For decades, state and federal governments have enacted several regulations and

incentives, such as the CAFE standards back in 1975, to seemingly force the automotive industry toward particular social trends. While divisive policies that restrict access to motorsports and racing pose a threat to the SEMA community, it is important to distinguish the difference between consumer trends in the market and the policies that may coincide with them. Since the automotive market began, it has truly been the consumers who have been the most influential drivers of industry trends through their purchasing decisions. Misguided policies in the automotive market have the potential to confuse market shifts that are driven by consumer demand with state and federal mandates.

Policies aside, introduction of new technologies into the aftermarket have the potential to increase the total addressable market (TAM) by bringing in a new generation of enthusiasts. New technologies such as EV powertrains are already attracting new buyers and enthusiasts to the aftermarket for their massive performance benefits alone. The public policies around this technology may ultimately stifle new tech's growth in the aftermarket by creating apprehension towards a forced adoption from lifelong automotive enthusiasts.

Both gas-powered technology and new powertrain technologies can coexist in the aftermarket. Whether you are a painter, fabricator, welder, manufacturer, builder or distributor, a growing TAM will benefit the aftermarket and SEMA members. Acknowledging misguided policy as a potential threat to the aftermarket, while embracing the opportunities of a growing aftermarket and the next generation of hot-rodders is crucial to the operation and direction of SEMA in the coming years.

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?

While there are many threats/opportunities that impact the industry, it's imperative to bridge the generational gap which seemingly exists today. We have a great opportunity to leverage the knowledge and passion of the current generation of industry enthusiasts/hobbyists to mentor and "pass the baton" (we need to recognize the skills and talents of the younger generation) to the next generation of talent which can help to mitigate against threats and take advantage of the other opportunities I outlined for the aftermarket.

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?

As the CEO and founder of the leading aftermarket EV distributor, you may imagine I'd name electrification as the most crucial priority; however, I view electrification as a means to both preserve and grow motorsports as well as a way to address complex vehicle technologies and improve OEM relationships in the aftermarket. For me, these are the most critical strategic priorities for SEMA to address.

Establishing a pipeline for emerging technologies from OEMs to enter the aftermarket has been one of main missions for Legacy EV. I have helped pioneer efforts that bring both OEMs and aftermarket leaders to the table to discuss training standards for e-mobility technicians and plan to use my Board position at SEMA to facilitate the same conversations with regards to OEMs and complex vehicle technologies.

Furthermore, preserving and growing motorsports has also been at the heart of Legacy EV since our inception. Improvement of OEM technologies pose a threat to motorsports and racing if the industry does not find a way to adopt the technology in a way that allows for the sport to exist in its original form. This is why we have helped industry leaders in motorsports adopt new EV classifications and regulations for racing to ensure that the sports preserve their history while allowing for the growth and adoption of new technologies. As a SEMA Board member I would bring my experience in systems integration and education at Legacy EV to preserve and grow the motorsports industry for PRI and the automotive aftermarket.

10. If elected to the SEMA Board of Directors what unique qualities, experiences, connections, or characteristics are you able to activate during your three-year term?

Before founding Legacy EV, I worked for more than 20 years in electrical construction focusing on large-scale systems integration and process controls. Starting Legacy EV allowed me to combine my professional experience in electrical engineering with my passion for automotive. My understanding of complex electrical systems as well as my leadership experience in multiple multimillion-dollar companies grants me the knowledge and background to address the issues I mentioned above. Above all that, my passion for automotive and love of classic cars, hot-rodding, and performance racing help guide every decision I would make to ensure the direction of SEMA honors its foundations while embracing its future.

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

Up until recently, automotive foundations and certifying educational bodies had mastered training and education around concepts in our industry. Curriculum and the logical progression of one's training was well-developed and reasonably uniform throughout the country. Now, the automotive industry is lagging behind with a very limited pool of instructors and brand-neutral training that is qualified to keep up with the changing landscape of our market. To better equip the industry for the future, it is essential that SEMA supports colleges, universities and trade schools prioritizing workforce development, upskill training and other vehicle technology curriculum in their automotive programming. By investing in these areas, the auto industry will be better prepared to tackle the changing demands of consumers, while also providing meaningful, long-term careers for those looking to stay ahead of the latest automotive trends.

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?

Ten years ago, when looking to buy a house, buyers needed a realtor to sort through homes on the market and provide a list of options to them. With the introduction of apps like Zillow, Redfin or Realtor.com, buyers are now determining what homes fit their needs and bringing their options to the realtor. The direct-to-consumer trend is happening across all markets. Whether buying a vehicle, a new pair of glasses or farm-fresh beef, consumers are getting more involved in exploring the options of what is available for them to buy and where to get it. While opening SEMA to consumers remains a divisive topic among members, I believe it is important we keep the dialogue open around this opportunity. Not only are aftermarket technologies evolving, but so is the way we do business. As a SEMA Board member, I would focus my efforts on making sure SEMA members have access to high-quality data and training around emerging technologies as well as professional development on new business strategies. Whether it's leveraging new forms of media for better product visibility or understanding direct-to-consumer business models, I will help bring professional development opportunities to SEMA members.

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

SEMA's maintaining its main focus on being an industry-oriented Show combined with its vast member network is a huge part of its competitive advantage. However, being open to expanding beyond industry with limited access is what will continue to keep it relevant against its other competition. The SEMA Show draws more attendance than its similar industry events because of its massive membership and the allure of the build quality that membership brings. SEMA builds are a high watermark of the auto industry.

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:

As CEO and co-founder of Legacy EV, I combined my passion for aftermarket restorations with my electrical engineering and entrepreneurial spirit to build Legacy EV into an innovative industry leader. My lifelong passion for the automotive industry took root while working in my grandfather's auto shop at just 12 years old. Since then, I have built dozens of classic cars, most notably, a 1930 Model A Sedan that went from a hot-rod restomod to an impressive 400-volt EV repower. My builds have won awards and accolades that include six magazine features, four magazine covers, a Dino's Top Truck Award, and a place in the Barrett-Jackson Top 50. My 23-plus years of experience in electrical construction and engineering afforded me the opportunity to use that depth of knowledge to create some of the most cutting-edge EVs in the industry. My company has created one of the first Certified EV Technician Programs in the nation and developed an international network of EV authorized installers. With this entrepreneurial fortitude, I forged distribution agreements with major manufacturers across the EV industry, negotiated EV conversion contracts with government agencies, and brokered deals with battery innovators who are pushing EVs and battery capabilities to world records. Selecting me as a SEMA Board member would not only honor the value of classic cars and custom restorations, but acknowledge advancing technology in the automotive industry.

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

As a lifelong automotive enthusiast, I am deeply committed to ensuring the adoption of new technologies both honors the foundations of the automotive industry while allowing for new high-performance technologies to grow in the aftermarket. I believe that as a SEMA Board member I will be able to be more involved with ensuring that is the case.