

RE-ELECT

CHRIS DOUGLAS

FOR SEMA BOARD OF DIRECTORS



**PRESERVING
THE LEGACY.**

**INVESTING
IN THE FUTURE.**

TOGETHER, WE WILL:

- SERVE SEMA MEMBERS WITH TRANSPARENCY** and responsiveness by bringing 25 years of diverse aftermarket experience, proven leadership and accountability.
- PROTECT THE AUTOMOTIVE AFTERMARKET** by proactively working with federal/state governments to eliminate and/or negate misguided regulations that threaten our membership and create unnecessary business challenges.
- GROW THE INDUSTRY INTO THE FUTURE** by engaging the next generation of customers/employees that will power the industry forward, as well as working to expand interaction with the industry, both domestically and internationally.
- PROVIDE A PASSIONATE VOICE** for all members, especially the small independent businesses, by using SEMA's collective strength to create impactful resources including events, programs and educational tools.

PASSION ★ INTEGRITY ★ TRANSPARENCY



I GREW UP IN THIS INDUSTRY, AND IT SHAPED THE PERSON I AM TODAY.

Following childhood dreams of becoming a professional racer, I found success at the highest levels of motorsports. After graduating with a BA in Marketing from the University of North Alabama, I transitioned from the driver's seat to the business of motorsports and continued my lifelong focus.

My position as Chief Operating Officer for the COMP Performance Group involves leading hundreds of team members, financial guidance and responsibility for some of the most iconic brands in the aftermarket.

INDUSTRY EXPERIENCE

Professional Race Car Driver (Karts, NASCAR, ARCA & ASA), 1985-2003

Operations Director, Race-On Performance Driving School, 2000-2002

Marketing Director, COMP Cams, 2003-2008

VP of Marketing, COMP Cams, 2009-2017

Partner/COO, Xceleration Media, 2015-2018

COO, COMP Performance Group, 2017-Current

SEMA SERVICE & HONORS

I have served in elected SEMA leadership positions and also have been recognized by my industry peers for those efforts.

YEN Select Committee, 2010-2012

Young Executive Of The Year, 2012

"35 Under 35" Recipient, 2012

Gen III Innovator Finalist, 2012

Board/Council Task Force, 2012

MPMC Chairman's Service Award, 2014

MPMC SC Member & Chair-Elect, 2012-2016

Council Board Leadership Committee, 2015-2016



CHRIS DOUGLAS

COO, COMP Performance Group



"I have known Chris Douglas for many years and served with him on the MPMC council. He is driven to serve our industry with integrity and willing to roll up his sleeves and work hard on the challenges and uncertainties that our industry faces. Chris Douglas is an asset to the SEMA Board of Directors and has my endorsement for his next term on the SEMA Board. I'm looking forward to what Chris and the BOD will accomplish in this next term."

CHRIS FAIRLESS Sales Manager, Daystar Products

"It is with great pleasure that I support Chris Douglas in his re-election to the SEMA Board of Directors. Chris has committed himself to working for the membership, both in the board room and outside it, to best serve our industry. Being a lifelong automotive enthusiast, he feels that his responsibility to the aftermarket extends well beyond his day job and SEMA and will fight to protect it."

MATT BOICE General Manager Auto Aftermarket, MotorTrend Group

"Chris Douglas has dedicated his entire career to the aftermarket. SEMA needs board members who understand the importance of American manufacturing and the pressures we face in the form of government regulation and legislation, as well as outside pressure from overseas manufacturing. SEMA needs leaders that will hold the staff accountable to the needs of its members, and I believe Chris will do that."

RICK LOVE Executive Vice President, Vintage Air, Inc.

FOR MORE INFORMATION & ADDITIONAL ENDORSEMENTS:

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 | @marketingchaos

 | @mcdouglas

 | @marketingchaos



WWW.CHRIS4SEMA.COM

