



THOMAS MYRONIAK



Vice President of Marketing and Member Services Specialty Equipment Market Association (SEMA)

Thomas Myroniak is vice president of marketing and member services at the Specialty Equipment Market Association (SEMA) in Diamond Bar, California, and brings over 20 years of automotive industry experience to his role. His ongoing responsibilities include building awareness of, and participation in the Association's member programs and services, overseeing the Association's education initiatives (including SEI), managing market research efforts and co-directing SEMA's Project Management Office (PMO).

Since joining SEMA in the spring of 2003, he has played a key role in efforts that have resulted in significant growth in membership and show participation, awareness and usage of member programs and services, and improved operational efficiencies and cost reduction. He has also played a key role in the development of SEMA's web properties and social media strategy.

Prior to SEMA, Myroniak has worked as director of communications at HKS USA, Inc., Senior account executive at Golin-Harris International, and product information analyst at Nissan North America. A former United States Marine non-commissioned officer, Myroniak is an avid off-road, hot rod, motorcycle and karting enthusiast.