



# BICYCLE LEADERSHIP CONFERENCE

APRIL 17-19, 2018  
MONTEREY, CALIFORNIA, USA

## A

Wes	Allinger	FOX Factory Inc.	President-Bicycle Division
Felipe	Aranjo	BikeExchange	CEO Columbia
Lothar	Arnold	Canyon Bicycles	CFO / COO
Ryan	Atkinson	SmartEtailing	President

## B

Tim	Baker	Primal	CMO
Chip	Barbieri	DT Swiss, Inc.	CEO & General Manager
Mike	Barnidge	Quality Bicycle Products	Director of Brand Sales
Lori	Barrett	ROTOR America	North American Brand Manager
Andrew	Bartek	Maxxis Tires	Manager - Bicycle Tire Division
Rob	Beck	JensonUSA	Director of Purchasing
Ira	Becker	BicycleBlueBook.com	President
Andy	Beckman	Garmin	Director – Fitness Strategy
Edward	Benjamin	Bafang Motor Company	Consultant
Andrew	Bernstein	Bicycling	East Coast Account Manager
Brian	Benzer	SRAM	VP of Corporate Development
Karen	Bliss	Advanced Sports Enterprises	VP Marketing
Tim	Blumenthal	PeopleForBikes	President
Chris	Bogue	Giro, Bell, Blackburn	Director of Sales
Jennifer	Boldry	PeopleForBikes	Director of Research
Derek	Bouchard-Hall	USA Cycling	CEO
Steve	Brawley	CyclingTips	Sales Director
Keith	Bright	University of Washington, Tacoma	MBA Candidate
Deanne	Buck	Camber Outdoors	Executive Director
Pete	Buhl	Beeline Bikes	CEO
Karl	Burkat	Pinkbike	CEO
John	Burke	Trek Bicycle	President

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Tania  
Ellen

Burke  
Butler

Trek Travel  
Bicycle Retailer & Industry News

President  
Western Sales Rep

## C

Darren  
Maurici  
Kristin  
Lynette  
Meghan  
Steve  
Sylvain  
Percy  
Ian  
Blair  
Chris  
Sean

Campbell  
Carbó  
Carpenter-Ogden  
Carpinet  
Carr  
Carr  
Caya  
Chien  
Christie  
Clark  
Cocalis  
Coffey

Hayes  
Catalan Tourist Board  
Verde Brand Communications  
Bicycle Retailer & Industry News  
Bicycle Leadership Conference  
Selle Royal Group  
Hawley-Lambert  
Fairly Bike Manufacturing Co.  
Summit Bicycles  
Canyon US  
Pivot Cycles  
Stages Cycling

Hans  
Paul  
Peter  
George  
Charlie  
Allison  
Mike  
Todd  
Huw  
Patrick  
Leslie

Cole  
Collins  
Colosi  
Constantine  
Cooper  
Coughlin  
Coughlin  
Cravens  
Crwys-Williams  
Cunnane  
Cunningham

Patagonia  
Bicycling  
Sideman & Bancroft LLP  
Venable LLP  
PeopleForBikes  
Burley Design  
Burley Design  
Quality Bicycle Products  
Wiggle/Chain Reaction Cycles  
Advanced Sports Enterprises  
The Mann Group

VP/GM  
Sports Tourism Program  
Founder & CEO  
Editor  
Conference Director  
VP OEM Sales  
President  
President  
President  
President  
President  
Global Marketing Director  
Dir. of Environ. Campaigns &  
Advocacy  
Publisher  
Partner  
Partner  
VP Membership & Development  
President  
CEO/Owner  
Director of National Accounts  
Group Commercial Director  
CEO  
Chief Networking Officer

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## D

Stan	Day	SRAM	CEO
Dan	Delehanty	Focus-Kalkhoff	Managing Director
Marcio	Deslander	European Cyclists' Federation	Velo-city Series
Steve	Diao	Project Bike Tech	Chairman-Board of Directors
Jenn	Dice	PeopleForBikes	VP-Business Network & Govt. Relations
Jessica	DiCostanzo	BikeExchange	Marketplace Solutions
Eu-wen	Ding	Lumos Helmet	CEO
Bernie	Doering	Stages Cycling	SVP, Global Sales & Marketing
Alison	Donlan	Kryptonite	Commercial Director
Jacob	Dudek	Competitive Cyclist	Director, Merchandising

## E

Dave	Edwards	Primal	CEO
Mark	Egeland	Catrike	General Manager/Partner
Michael	Ek	Park Tool	Domestic Sales Manager
Juergen	Erd	W.L. Gore & Associates	Product Manager
Erik	Esborg	PeopleForBikes	Vice President of Finance

## F

Dan	Fedderly	Wheel & Sprocket	Director of Operations
Michael	Fishman	Pure Cycles	Co-Founder, President
Steve	Flagg	Quality Bicycle Products	Chairman
Michael	Forte	Felt Bicycles	VP Operations
Chris	Fortune	Saris	President

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## G

Mario	Galasso	FOX Factory Inc.	Vice President & CTO
Tim	Gallant	Quality Bicycle Products	Vice President of Product
Mike	Gann	Look - Corima USA	VP Sales & Marketing, COO
Pete	Garski	Haro Bikes	VP of Sales
Brendan	Gecik	Highway Two	Sales Manager
Christopher	Georger	Georger Data Service	Principal
Eric	Gerstenbuhler	4iiii Innovations Inc.	Managing Director, 4iiii Sport
Roger	Gierhart	Trek Bicycle	VP Forecasting, Dist. and Logistics
Bertolo	Giulio	Elite	CEO
Gary	Gleason	WTB	Director of Global Sales
Tim	Goodall	Islabikes	President
Matt	Gordin	BikeExchange	Chief Executive Officer
Justin	Gottlieb	Interbike	Dir. of Communications & PR
Wayne D	Gray	KHS Bicycles	President
Ryan	Green	TIME Sport	Director, Sales and Marketing
Jessica	Grenwis	Quality Bicycle Products	Director of Marketing
Katie	Guerin	Rails-to-Trails Conservancy	Head of Strategic Initiatives

## H

Christian	Haag	Bicycle South Australia	CEO
Anthony	Hall	Garmin	Key Accounts Manager
David	Hancock	Enviolo	
Theresa	Harding	University of Washington, Tacoma	MBA Candidate
Armin	Harttig	Bosch	Robert Bosch GmbH
Joe	Hawk	Haro Bikes	COO
Eric	Hawkins	Park Tool	President/Owner

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Greg	Heck	ABUS Mobile Security, Inc.	Marketing Manager
Bill	Heins	Performance Bicycle	VP General Merchandise Manager
Modesto	Hernandez	Elyxir Distributing	VP of Sales
Angelica	Hernandez	Elyxir Distributing	
Larry	Hewett	Thule	Sales Director
Brandi	Horton	Rails-to-Trails Conservancy	VP of Communications
Doug	Hudson	Feedback Sports	Founder/President
Pat	Hus	Interbike	Vice President
Gloria	Hwang	Thousand	Founder

## J

Alex	Jarman	Bicycling	West Coast Account Manager
Matt	Jay	Deal	
Trevor	Jenkins	GORE WEAR	Sales Manager
Carine	Joannou	Jamis Bicycles	President
Ben	Johns	REI	General Merchandising Manager
Stuart	Johnson	Accell North America	CMO
Russ	Johnston	Pioneer Electronics (USA) Inc	EVP, Marketing, Cycle Sports Group

## K

Rob	Kaplan	Raleigh Electric	VP Sales
Scott	Kasin	Trek Bicycle	Rider Safety
Tom	Kattus	Campagnolo	General Manager/COO
Christopher	Kautz	L9 Sports	COO
Ray	Keener	BPSA	Executive Director
Meg	Keller	Competitive Cyclist	Senior Manager, Operations
Chris	Keller	Batch Bicycles Ltd	General Manager
Jim	Kelley	The NPD Group	President

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Julie	Kelly	SOAR Communications	Account Executive
Andrew	Kempe	Shimano North America Bicycle	Senior Manager/ OEM Sales
Will	Kernan	Wiggle/Chain Reaction Cycles	CEO
Jim	Kersten	CABDA	Executive Director
Kevin	King	GORE WEAR	NA Sales Leader
Andria	Klinger	Interbike	Sales Director
Morten	Kristiansen	Huffy	Product & Marketing Director

## L

Mitch	Lamb	L9 Sports	CEO
Dennis	Lane	FOX Factory Inc.	Director of Strategic Initiatives
Keith	Laughlin	Rails-to-Trails Conservancy	President
An	Le	Giant Bicycle	Global Marketing Director
Alejandra	Leal	European Cyclists' Federation	Velo-city 2020 CDMX
Brandee	Lepak	NBDA	Board Chair
Alex	Logemann	PeopleForBikes	State + Local Policy Analyst
Morgan	Lommele	BPSA/PFB Coalition	E-Bike Campaigns Manager
Lawrence	Losinsky	Shimano North America Bicycle	Senior Manager/ OTC Sales
Ken	Lousberg	SRAM	COO
Jakob	Luksch	Stromer	CEO
Eric	Lynn	blackriver Inc.	Founder & CEO

## M

Felix	Magowan	VeloNews	CEO
Bruno	Maier	Huffy	Managing Director
Jose	Maldonado	Competitive Cyclist	Backcountry Group
Dan	Mann	The Mann Group	Founder & President
Bob	Margevicius	Specialized	Executive Vice President

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Preston	Martin	BTI	President
Philip	McAleese	See.Sense	CEO
Jason	McGibbon	Yakima Products, Inc.	VP of Sales
Patrick	McGinnis	Hawley-Lambert	VP Commercial
Ryan	McMillan	BikeExchange	Europe CEO
Simon	McNair	Highway Two	President
David	McRobie	BikeExchange	VP of Sales and Business Dev.
Mike	Mercuri	SRAM	Board Member
David	Merten	100%	National Sales Manager (Bike)
Adam	Micklin	Felt Bicycles	Director of Sales-International
Tara	Moeller	CamelBak	Interim GM of CamelBak
Scott	Montgomery	CrankTank	President
Chad	Moore	MAVIC	Global Brand Manager
Matt	Moore	Quality Bicycle Products	General Counsel
Bill	Morrison	BikeFit Systems LLC	Managing Director
Richard	Morrow	Myagi	Dir. of Content & Customer Success
Nolan	Moser	Shimano North America Bicycle	Vice President
Stacy	Mulder	National MS Society	Vice President, Bike MS
Eileen	Mulry	SRAM	VP, Human Resources
John	Munhall	Giant Bicycle	Director of Product Management

## N

John	Nedeau	SRAM	VP of OE Sales
Allen	Needle	Giant Bicycle	Operations & Inside Sales Manager
Randy	Neufeld	SRAM	Director of Advocacy

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## O

Mike Mike	Okano Olson	Shimano North America Bicycle Trek Superstore / Bike Gallery	Senior Manager/ IBD Sales President
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## P

Dorothy Amar Larry	Pacheco Patel Pizzi	Batch Bicycles Ltd Thousand Raleigh Electric, Accell Group Co.	Sales & Marketing Co-Founder President Director of Global Sales and Marketing
Jesse Matt Thomas	Porter Powell Prehn	Cervelo The NPD Group Arsenal Cycling	Senior Industry Advisor, Sports President

## Q

John	Quinn	Scott Sports	Managing Director USA
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## R

Kris David Uwe Gervais Kate Nicola	Rauh Régnier-Bourque Reichelt Rioux Roe-Semyon Rosin	National MS Society Cycles Devinci SRAM Deutschland Argon 18 B2B Technology Selle Royal Group	Vice President, Bike MS Marketing Director OE Sales Director Europe CEO President General Manager
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Mercedes  
Colin  
Gina  
Rebecca

Ross  
Ross  
Rosselle  
Rusch

Project Bike Tech  
Faraday Bicycles  
Interbike  
Rusch Relations

Executive Director  
North America Sales Manager  
Account Executive  
Athlete, Author, Activist

## S

Eric  
Erik  
Marc  
Justin  
Teddy  
Jeff  
Patrick  
Jeff  
Norman  
Tara  
Diana  
John  
John  
Andre  
George  
Daryl  
Bill  
Chip  
Dirk  
Zach  
Dan  
Alex

Sakalowsky  
Saltvold  
Sani  
Savord  
Schiavoni  
Scully  
Seidler  
Selzer  
Semmling  
Seplavy  
Seung  
Short  
Short  
Shoumatoff  
Simone  
Slater  
Smith  
Smith  
Sorenson  
SpinhirneMartin  
Stewart  
Stieda

Felt Bicycles  
Erik's Bike Shop, Inc  
Bicycle Retailer & Industry News  
Highway Two  
Slope Style Life  
Ortlieb USA  
WTB  
Palo Alto Bicycles & Bicycle Outfitter  
ABUS Mobile Security, Inc.  
GT Bicycles  
Backcountry  
Accell North America  
FOX Factory Inc.  
DMA.Marketing / Demos.Bike  
Pacific Cycle Inc.  
Kryptonite  
Huffy  
SOAR Communications  
The NPD Group  
Walmart Global eCommerce  
Strike Visuals  
4iiii Innovations Inc

VP Global Marketing  
Owner  
Staff Writer  
Sales Manager  
Owner/Founder  
President  
President  
General Manager  
General Manager  
Director Brand Advocacy  
EVP Merchandise  
CEO  
Director-Bike Operations  
President  
Sr. Director Business Development  
Brand Manager  
CEO and President  
President  
Account Manager  
Bike Category Manager  
Owner  
Global Key Account Manager

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Alex  
Chris  
Skip  
Chris

Strickland  
Sugai  
Swain  
Sword

Adventure Cyclist  
Niner Bikes  
Norco Bicycles / LTP Sports  
Pearl iZumi

Editor-in-Chief  
President  
VP Sales and Marketing  
President

## T

Rich  
John  
Jay  
John  
Junpei  
Megan  
Marta  
Neil  
Rob  
Chris

Tauer  
Telfer  
Thomas  
Thompson  
Tomonaga  
Tompkins  
Torres  
Towns  
Trester  
Tutton

Quality Bicycle Products  
Sparc HubSoft  
Champion System  
Giant Bicycle  
INNO Advanced Car Racks  
Bicycle Retailer & Industry News  
Sea Otter Europe  
Wiggle/Chain Reaction Cycles  
Yamaha Motor Corp, USA  
Race Face Easton

President  
VP Business Development  
Managing Director/Owner  
General Manager  
President & CEO  
Publisher  
Sales Coordinator  
Buying Director Soft Goods  
Div. Manager, New Business Dev.  
President-Race Face Easton

## V

Tom  
Brian  
Val  
Tomi

Valasek  
Valverde  
Vanderpool  
Viiala

GenZe  
Selle Royal Group  
Bicycle Retailer & Industry News  
Stromer

Chief Marketing Officer  
North American Sales Manager  
Features Editor  
Vice President Sales

## W

Wade  
Devin  
Frank

Wallace  
Walton  
Warwick

CyclingTips  
ACT Lab  
Wiggle/Chain Reaction Cycles

Publisher  
Director of Business Development  
Buying Director Hard Goods

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Claudia  
Mark  
Greg  
Frank  
Katie  
Jonathan  
Jason  
Bryce  
Nick

Wasko  
Watkin  
Webber  
Webber  
Weber  
Weinert  
West  
Whiting  
Wozniak

Bosch eBike Systems  
BikeExchange  
Jamis Bicycles  
Orbea  
Interbike  
Bosch eBike Systems  
SRAM  
ElliptiGO  
100%

Regional Business Unit Leader  
Global CEO  
VP, Product Development  
Operations Manager  
Account Executive  
  
VP of Aftermarket Sales & Product  
VP Sales  
Sales Director

## Y

Ryan  
Frank  
Ian  
Jeff

Yee  
Yohannan  
Young  
Young

BicycleBlueBook.com  
Sea Otter Classic, Inc.  
SRAM  
Niner Bikes

Vice President  
President & CEO  
Director Aftermarket EMEA / AS  
VP Global Sales

## Z

Christopher  
David

Zigmont  
Zimberoff

SRAM  
SRAM

Global Road Brand Director  
VP of Marketing

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