

## Panel I: Recreation Industry Tech Challenges and Opportunities

### Moderator



**Callie Hoyt** – is the Director of Federal Government Relations at the National Marine Manufacturers Association where she works with NMMA's federal lobbying team to represent the industry on federal public policy issues, such as infrastructure, conservation, trade, and fuel policy, to protect the interests of the marine industry and the users of products. Prior to her current position, she served as Manager of Federal Affairs for the Motorcycle Industry Council.

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### Speakers



**Dr. John Reid** – is Vice President for Enterprise Technologies at the Brunswick Corporation where he works to accelerate Brunswick's momentum and drive continued value creation and success through industry-leading innovation. He has over 30 years of highly accomplished technology leadership experience, including serving as Director, Enterprise Product Innovation and Technology and Technical Fellow at Deere & Company. Over his 19 years at Deere, Dr. Reid was instrumental in the development and implementation of the enterprise innovation strategy and processes, driving enterprise capability building through product technology roadmaps that included, among other critical initiatives, the company's strategy for automation and autonomous machine systems. Prior to his tenure at Deere & Company, Dr. Reid was a professor at the University of Illinois for 14 years and he was recognized for his automation research contributions.

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**Jake Roach** – is President and Co-Founder of QuietKat, an advanced Low-Speed Electric Vehicle (LSEV) company who manufactures all-terrain, all-electric fat-tire mountain bikes, E-bikes and E-trikes. Prior to founding QuietKat, he served as Vice President at UrgeMedia and President at Performance Outdoors, inc.

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**McKay Featherstone** – is Vice President of Product Development & Engineering at Airstream, Inc. He has extensive experience in marketing, management and product engineering across a broad range of industries. At Airstream, McKay's commitment to design innovation and business strategy has guided the company's resurgence, driven by expanded offerings for both towable and motorized models. McKay has been in his current role since April 2015 and has crafted business strategy and driven product development programs to significantly expand product offerings for both towable and motorized Airstreams.



**Ashis Bhattacharya** – Ashis Bhattacharya is the Senior Vice President of Business Development and Advanced Technology at Winnebago Industries (NYSE: WGO). In his position, Ashis is responsible for leading acquisitions, business development and partnerships. As head of the Advanced Technology Group, Ashis leads next-generation R&D in areas like electric & autonomous vehicles, data & connectivity, and advanced materials. Ashis led the development of the industry’s first all-electric commercial vehicle as well as the e-RV concept vehicle, positioning Winnebago as an industry leader. He also led four strategic acquisitions adding \$2B in incremental annual revenue. Ashis has been at Winnebago for almost 6 years, and his past responsibilities have included investor relations, strategic planning, leading the Winnebago Specialty Vehicles business and enterprise marketing.

Prior to Winnebago, Ashis has worked with companies like Honeywell, Moog, Motorola Solutions and Bain & Co. He has had global experience in growth strategy, marketing, and business development. He has a number of years experience with the Internet of Things (IoT) and connected systems.

Ashis has lived and worked in the USA, Europe, and Asia. He has an MBA from INSEAD, the European institute of business administration in Fontainebleau, France, and degrees in business and mechanical engineering from India. He has lived in Minneapolis for the past 11 years.

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**Dan Quick** – is a subject matter expert in the outdoor electric space. Dan has almost 20 years of experience leading iconic brands in enthusiast industries into electric categories, ranging from pedal-assist bicycles, category-leading ORV, and multiple full sized all electric motorcycles. Dan graduated from Arizona State University with degrees in Sociology and Journalism and earned his MBA from the University of Illinois. A former two-sport collegiate athlete, Dan still regularly enjoys backpacking, cycling, and trail running through State and National Parks and Forests with his family.

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