

FRED C. FERGUSON
Washington, D.C. Metro Region

EXPERIENCE

American Bus Association & ABA Foundation
President and Chief Executive Officer

Washington, D.C.
July 2024-present

- As CEO of three entities—ABA, the ABA Foundation, and the National Bus Traffic Association—oversee \$15M in combined net assets and serve as the national advocate and spokesperson for the \$158B group travel and ground transportation industry.
- Recognized as Washingtonian Top 500 Most Influential Persons, the Motorcoach and Group Travel Association of the Year, Groups Today 40 under 40 within 21 months of starting at ABA.
- Led full organizational transformation following the retirement of a 25+ year CEO, resulting in board-approved strategic plan within first 6 months (first plan since 2016).
- Delivered 8% revenue growth and 12% membership growth in year one through aggressive modernization and strategic repositioning.
- Closed a long-standing budget deficit by 76% in the first year; in year two, produced a \$52K net profit, for just the second time in eight years.
- Generated \$4M+ from the 2025 ABA Annual Convention—the most profitable and highest-grossing event in the association's history; Secured \$5 million in Marketplace savings over 2029-2033 period (\$1 million/concessions per year).
- Sold a high-cost, underutilized real estate asset within 90 days, freeing \$420,000/annually in capital and boosting staff morale.
- Modernized ABA's brand identity for the first time since the 1970s, aligning visual and verbal messaging with the association's future-forward mission.
- Overhauled staff compensation and performance evaluation systems to improve retention, increase accountability, and build a more engaged team.
- Secured key policy victories, including a critical tariff rate for U.S. motorcoach manufacturers that saved \$132M per in year in added tariffs.

Vista Outdoor Inc. (NYSE: VSTO)
Vice President, Public Affairs and Communications

Washington, D.C./Anoka, MN
Jan. 2017-Jul 2024

- CEO direct report managing a multimillion-dollar budget and 5-person team.
- Guided C-suite communications during period of 436% stock appreciation and major top-line and margin expansion.
- Secured \$3 million in funding 4 months after pitching the Vista Outdoor Foundation business plan to the CEO; distributed over \$1.2m in grants to more than 12 non-profits within a 24-month period.
- Orchestrated strategic communications and government relations for the \$2.1B CFIUS-approved sale of The Kinetic Group to a Czech industrial conglomerate.
- Created and launched two new corporate brands (Revelyst and The Kinetic Group), unlocking \$3B in shareholder value.
- Planned and executed the communications strategy behind a \$125M cost reduction initiative and 10%+ workforce reduction, doubling EBITDA within one year.
- Developed strategy and pitch for a 5-year, \$100M licensing deal with a Fortune 100 company.
- Led communications for 18 earnings calls, 14 M&A transactions (\$1.5B+), and three CEO transitions.
- Testified before Congress and Executive committees 7 times, including before the House Ways and Means Committee.
- Authored or coordinated 109 policy letters; led a successful lobbying campaign generating a \$42M multi-year business opportunity.

U.S. House of Representatives

Chief of Staff | Legislative Director | Senior Legislative Assistant.

- Served in increasingly senior roles for Representatives Jason Chaffetz and Rob Bishop, culminating in Chief of Staff to the Chairman of the Oversight & Government Reform Committee.
- Managed teams across congressional, campaign, and committee offices, including 12+ Hill staff, 3 campaign staff, and committee staff leadership.
- Led strategy for major legislative initiatives, resulting in the passage of 19 public laws, including the Bonneville Clean Hydropower Act.
- Directed oversight investigations, media relations, and committee operations during high-profile Chairmanship.
- Provided policy counsel and strategic support for successful campaigns for committee chairmanships (Oversight and Natural Resources).
- Drafted and developed policy platforms on natural resources, energy, and government reform during early tenure on the Hill.

Washington, D.C.

May 2008-Dec. 2016

EDUCATION

Oklahoma State University, Master of Business Administration

Drexel University, Master of Science, Sport Management

University of Utah, Bachelor of Science, Political Science

Stillwater, OK, 2024

Philadelphia, PA, 2012

Salt Lake City, UT, 2008

MEMBERSHIP

- Washingtonian Top 500 Most Influential (2026)

Groups Today 40 Under 40 (2026)

Top Corporate Lobbyist (2019, 2020, 2021)

CSR Professional of the Year Finalist (2021, 2022)

ESG Team of the Year (2022)
- Outdoor Recreation Roundtable, Board Member

Visit Loudoun, Board Member

Chiefs of Staff Association, U.S. House of Representatives

Top Secret Security Clearance

Academic 1st Team All-Conference, Utah (baseball)