

Frank Hugelmeyer

President & CEO, National Marine Manufacturers Association

Washington, DC | [REDACTED] | [REDACTED] | [LinkedIn](#)

Professional History

President and CEO | National Marine Manufacturers Association | Washington D.C. **2019 - Present**

Chief executive for the world's leading trade association in recreational boating. Co-founder and Board Chair for the Outdoor Recreation Roundtable, the nation's leading recreation business coalition representing the \$862B Outdoor Recreation Economy.

The National Marine Manufacturers Association (NMMA) is the nation's leading trade association representing boat, marine engine and accessory manufacturers. Collectively, NMMA members manufacture an estimated 80 percent of marine products used in North America.

NMMA is a unifying force and powerful voice for the \$230B recreational boating industry, advocating to strengthen and grow boating while protecting the interests of its member companies. NMMA promotes lifestyle awareness through its acclaimed Discover Boating campaign.

President | RV Industry Association | Reston, VA **2015 - 2019**

Co-Chair | Go RVing | Reston, VA **2015 - 2019**

RV Industry Association is the national trade association representing the \$140B RV industry with a focus on the manufacturers and their component parts suppliers who together build more than 98 percent of all RVs produced in the U.S., and approximately 60 percent of RVs produced worldwide. The RV Industry Association was a recognized trade partner and a recipient of multiple U.S. Department of Commerce market development grants for China, Japan and South Korea.

President and CEO | Outdoor Industry Association | Boulder CO **2000 - 2014**

President, Board Director and Co-founder | The Outdoor Foundation | Washington D.C. **2003 - 2014**

Outdoor Industry Association is a national trade organization representing the \$40B outdoor industry focused on trade policy, sustainable business innovation and increasing outdoor participation.

Longtime president and CEO who led the renowned campaign that defined the economic importance of the \$862 billion outdoor recreation industry for the first time in our nation's history. Partnered with Utah Governor Gary Herbert to establish the first state Office of Outdoor Recreation in the country.

Piloted an organizational turnaround and expansion effort that established a thriving entity with a leading global stance in the fields of recreation advocacy, sustainability and corporate social responsibility.

Vice President, Sales and Marketing | Lowe Alpine America | Broomfield CO **1994 - 2000**

Global leadership team member of this technical outdoor brand while international sales grew from \$25M to over \$64M. Reported to UK-based CEO. Helmed the U.S. subsidiary and Canadian, Central and South American distribution for this division of a \$1B publicly traded entity. Elected by peers to the board of the U.S. outdoor trade group.

Director of Global Sales and Marketing | Bodyguard Fitness | Quebec City, Canada **1992 - 1994**

Recruited by this division of AB Aritmos, the world's fourth largest leisure sports company at the time. Responsible for leading a period of 112% top-line growth.

Awards

White House Champion of Change – Corporate Environmental Sustainability – Awarded by President Barack Obama

Professional Affiliations and Education

Outdoor Recreation Roundtable – Board Chair and Co-founder

International Council of Marine Trade Associations – Vice-Chair, Board Director and Executive Committee Member

Center for Sportfishing Policy – Board Director

American Sportfishing Association – Board Director

Theodore Roosevelt Conservation Partnership – Former Board Director

The Outdoor Foundation – Past President, Former Board Director and Co-founder

President Obama’s Partnership for America’s Great Outdoors – Advisory Committee Member

Sustainable Apparel Coalition – Founding Board Director

Western Governors’ Association Recreation Task Force – Advisory Member

The National Forum on Children and Nature – Advisory Member

The National Parks Centennial Initiative – Advisor to Interior Secretary Kempthorne

American Society of Association Executives – Focus on Leadership, Board Governance, Association Management

Mountain States Employers Council – Focus on Executive Leadership, Coaching, Organizational Development

Wharton Executive Education – Focus on New Product Development

State University of New York at Stony Brook – Stony Brook, NY

State University of New York at Oneonta – Oneonta, NY