



Craig Schrimsher

President of North American Manufacturing

Craig Schrimsher serves as President of North American Manufacturing at BraunAbility, the global leader in wheelchair accessible vehicles and mobility solutions. He oversees all manufacturing, supply chain, product assembly, commercial, marketing, and service operations across the Americas, leading a team that supports over 1,100 U.S.-based skilled jobs and delivers industry-leading accessible vehicles trusted by customers worldwide.

Schrimsher joined BraunAbility in 2013 and has held progressive leadership roles spanning commercial and operations. Since his appointment as president of North American Manufacturing in 2024, he has led the implementation of the company's first business intelligence platform, transforming how BraunAbility leverages analytics to deliver customer value. He has championed automation as a strategic lever for cost efficiency, worker safety, and the creation of high-skilled jobs in Winamac, Indiana.

Throughout his tenure, Schrimsher has been deeply focused on improving product quality and delivering on BraunAbility's "Built to Trust" promise. His leadership has driven investments in domestic production, enhanced operational agility, and advanced the company's mission to increase mobility access for people with disabilities.

A graduate of Indiana University with a bachelor's degree in political science, Schrimsher brings a data-driven, purpose-centered approach to industrial leadership and is an advocate for American manufacturing and inclusive innovation.

Current as of May, 2025