
ANDREW LEISNER



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Leadership



Media



Data Science



Enthusiast Marketing



M&A



Investment Capital



Profile

Strategic, global, senior executive, leading divisions and companies with full P&L responsibility in enthusiast sports and media industries.

Experience

CEO – Volcon ePowersports

October 2020 - Present

First hire at an Austin, Texas EV startup. Established and oversee engineering, sourcing, production, sales, marketing and finance departments with staff of 50+. Led the company through successful Reg CF, Reg D and Bridge capital raises. Successfully filed an S1 with the SEC on the path to an IPO.

Senior Vice President, Managing Director – Bonnier Motorcycle Group

May 2013 - October 2020

Complete P&L responsibility for the world's largest powersports media company managing a staff of up to 50, operating 12 brands across video, digital, mobile, print, custom content, event and consumer-engagement platforms. Brands include *Cycle World*, *Motorcyclist*, *Cycle Volta*, *Dirt Rider*, *UTV Driver*, *ATV Rider*, *Cruiser*, *On Two Wheels*, *MC Garage*, *MC Commute*, and other custom media titles.

Vice President, Publisher – *Cycle World*

August 2010 - May 2013

Overall product, operational and financial management for the world's largest motorcycle media title. Managed the brand to a 30% contribution developing new digital, video, mobile and experiential revenue channels. Led a staff of 18 and collaborated with investment banking firms to manage the divestiture of the property to Hearst and then sale to Bonnier.

Chief Operating Officer – Hardcard Systems

November 2007 - August 2010

Led the formation, equity-backed fundraising, and operation of the first dedicated, RFID-powered, sports timing-and-scoring system company. Oversaw all legal filings, VC negotiations, financial management, hiring, vendor selection and personnel operations.

Managing Partner – Hardcard Holdings

November 2006 - August 2010

Operated a leading sports management and consulting firm. Functions included management of facilities, sanctioning bodies, race operations, athletes, brands, licensed merchandise, sponsorship development, race teams and media rights in the highest-level two and four-wheel, national and world championship racing series. Clients included Indianapolis Motor Speedway, BMW, Red Bull, Easton-Bell Sports, Brammo, Barber Motorsports Park, T-Mobile, and others.

Vice President, Sales and Marketing – Mazda Raceway Laguna Seca

March 2005 - November 2006

Oversaw the ticketing, marketing, media, sponsorship sales, merchandise, and promotions departments of one of the world most iconic auto, motorcycle and bicycle racing facilities.

Vice President – AMA Pro Racing

January 2002 - March 2005

Managed marketing, sponsorship and television media for the AMA Superbike, Motocross, Supercross, Supermoto and Flat Track Championships while assisting in corporate communications, event sanctioning and competition rule making.

Education

Bachelor of Science – Economics, University of California Los Angeles (UCLA)

Associations

Board Member – Motorcycle Industry Council

Three-term, industry-elected Board Member for the powersports industry's trade association group. Chairperson of the Aftermarket Committee. Member of Ridership and Communication strategic planning committees. Active lobbyist for the M.I.C. advancing two-wheel-friendly legislation and protecting the powersports industry on Capitol Hill in Washington D.C.

Volunteering

Perform volunteer work and fundraising for the Juvenile Diabetes Research Foundation and Guide Dogs for the Blind.

Personal

Reside in Laguna Niguel, California with wife of 29 years Dierdre and daughters Sabrina (15), Emma (19), Christi (23). PADI Divemaster.
