

SEAN DELSHADI

MARKETING DIRECTOR | BRAND STRATEGIST
POWERSPORTS & PERFORMANCE EXPERT

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941 Oakwood Ave
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Marketing leader with 17+ years in powersports, automotive, and performance industries, specializing in brand growth, product launches, and multi-channel strategies. Experienced in driving revenue and market influence across street bikes, off-road, snowmobiles, marine, and automotive sectors.

WHO AM I?

I'm a brand builder and marketing strategist who loves creating high-impact campaigns, launching game-changing products, and keeping the powersports world engaged. With experience across motorcycles, automotive, scooters, off-road, snowmobiles, and marine, I know how to connect with riders, racers, and dealers on every level.

Brand Growth & Digital Strategy

Powersports Marketing & Product Launches

EXPERT IN

Dialed in on multi-channel marketing, B2B partnerships, event activations, and consumer engagement, driving brand growth and hype at top industry events like AIMExpo, MotoAmerica, Supercross, NHRA and SEMA.

Dealer & Distributor Partnerships

Event & Sponsorship Activation

Consumer Engagement & Market Expansion

EDUCATION

Meta

Blueprint Certification

Expertise in digital advertising, campaign optimization, and audience targeting to maximize brand reach and engagement.

Cardinal Path

Google Ads Certification

Proven expertise in creating, managing, and optimizing digital ad campaigns to drive engagement, conversions, and brand growth.

Irvine Valley
College

Associate's Degree
Business Administration

EXPERIENCE

2020 - Present

**Bitubo
Race Suspension**

Marketing Director

Led brand growth, go-to-market campaigns, and dealer partnerships, driving sales and engagement.

2015 - 20

**Performance
Machine**

Sr. Brand Manager

Launched multiple product lines in motorcycle and off-road markets.

2008- 15

**Progressive
Burly Brand**

Brand Manager

Developed integrated marketing campaigns and dealer programs to drive sales.

WHAT I DO



Brand Growth & Strategy

Build, position, and scale brands across powersports and performance industries.



Product Launch & Market Expansion

Develop and execute go-to-market strategies that drive sales and awareness.



Dealer & B2B Partnerships

Strengthening distributor relationships to maximize reach and sales.



Digital & Event Activation

Leveraging online platforms and industry events to boost brand visibility.

Photography

Music

Coffee

Motorcycling

Reading