



Briggs & Stratton's Equip Expo Media Event Speaker Bios



Speaker: Tom Rugg, SVP and President of Power and Energy Solutions

Tom Rugg oversees both Power and Energy Solutions divisions' strategic, financial, and operational performance. He joined the company in 2001.

Tom has served in numerous senior leadership roles at Briggs & Stratton, including senior vice president of global sales and marketing, president of the Standby Power and Allmand business units, vice president of corporate development leading M&A activities, and an expatriate assignment as managing director of Southeast Asia and Australasia, overseeing growth across 12 countries.

He holds a Master of Business Administration in Finance and a Bachelor of Marketing and Finance from the University of Wisconsin-Madison.



Speaker: Dan Roche, Director of Marketing, Power

Dan Roche leads marketing for Briggs & Stratton's full portfolio of commercial and residential engines. With over 20 years at the company, Dan brings deep expertise in brand strategy, product management, and customer engagement across global markets.

Dan's career at Briggs & Stratton has been defined by his commitment to listening to customers, aligning innovation with their needs, and creating meaningful connections that drive long-term brand loyalty. His leadership and insight continue to strengthen Briggs & Stratton's position as a trusted power solutions leader for both professionals and homeowners.



Speaker: Carissa Gingras, Vice President of Marketing, Turf & Consumer Products and Service

Carissa Gingras is an accomplished marketing professional with extensive experience across multiple industries, including outdoor power equipment, consumer packaged goods, hospitality and retail. Carissa is a dynamic, global marketing leader with over 30 years developing strategic, integrated marketing plans to drive awareness, market share, sales and customer engagement across channels.

Carissa has spent years creating successful business plans and strategic marketing programs for publicly-traded, privately traded, SaaS businesses, non-profit organizations and Fortune 1000 companies including Briggs & Stratton, Johnson Outdoors, Kohler Co., Ashley Furniture HomeStores, Honeywell Home Standby Generators and GE.



Speaker: Athan Tsokolas, Product Manager, Electrification

Athan Tsokolas leads the development and safety of lithium-ion battery pack solutions. His finance and operations background, with prior roles at Briggs & Stratton and Rockwell Automation, informs his approach to product safety and market needs. Athan holds a finance degree from Loyola University Chicago.



Speaker: Joshua Murphy, Marketing Manager, Billy Goat

Josuha Murphy holds a Bachelors in Marketing from MSU Denver and brings over seven years of professional experience across the building materials, home services, and outdoor power equipment industries.