

Kristina Cerniglia, President and CEO, Briggs & Stratton

In July 2024, Kristina Cerniglia was appointed chief executive officer. In this role, she leads day-to-day operations and sets the company's strategic, operational, and cultural agenda. Before joining Briggs & Stratton, Cerniglia spent nine years at Hillenbrand, Inc. as senior vice president and chief financial officer. Before Hillenbrand, Inc., she spent 26 years in the financial divisions at Stanley Black & Decker and Pratt & Whitney. Cerniglia serves on the Board of Directors for Littelfuse, Inc. Cerniglia holds a Bachelor of Science in Finance from Bentley University.

JP Benjamins, Vice President of Product and Marketing, Power, Electrification, and Energy Solutions, Briggs & Stratton

JP Benjamins leads product and marketing strategy for Briggs & Stratton's Power, Energy Solutions, and Electrification business units. He started his career in design and application engineering, project management, then expanded into consumer marketing and global category leadership. JP brings a unique ability to translate complex technologies into market-winning commercial solutions.

Carissa Gingras, Vice President of Marketing, Turf & Consumer Products and Service, Briggs & Stratton

Carissa Gingras is a dynamic marketing executive with more than 30 years of experience building brands, driving growth and creating meaningful connections between businesses and their customers. Currently Vice President of Marketing for Turf & Consumer Products and Service at Briggs & Stratton, Carissa has led strategic marketing, brand transformation and go-to-market initiatives across a diverse range of industries, including outdoor power equipment, outdoor recreation, consumer products, hospitality and retail. Her career includes leadership roles and work with brands and organizations including Briggs & Stratton, Johnson Outdoors, Oregon Tool, Kohler Co., Ashley Furniture HomeStores, Honeywell and GE.

Athan Tsokolas, Senior Product Manager, Vanguard

Athan Tsokolas is a Senior Product Manager at Briggs & Stratton, where he leads the development and safety implementation of lithium-ion battery pack solutions. Drawing on his diverse background in finance and operations, he brings a unique perspective to product safety and market requirements. Prior to his product management role, he served in financial planning at Briggs & Stratton, giving him deep insight into the operational and business implications of battery safety systems. Athan holds a degree in finance from Loyola University Chicago and has successfully bridged the gap between technical innovation and market needs in his current role overseeing battery pack development.

Joshua Murphy, Marketing Manager, Billy Goat

Joshua Murphy joined Billy Goat in June 2024 as the Marketing Manager. In this role, he leads Billy Goat's marketing efforts across digital content, video, print advertising, public relations, merchandising, branding, trade shows, and programming channels. Joshua holds a B.S. in Marketing from MSU Denver, and brings over eight years of professional experience across the building materials, home services, and outdoor power equipment industries.