

OPEI Announces New President and CEO



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The Outdoor Power Equipment Institute (OPEI) has appointed Kris Kiser as its next president and CEO, succeeding retiring President and CEO Bill Harley. Kiser formerly served as OPEI's executive vice president and COO.

Kiser is an attorney and long-time veteran of Capitol Hill having served as aide to international affairs expert and former Congressman Lee H. Hamilton, and is a highly regarded fuels expert and strong voice in the ethanol fuel debate. He has served as the chief advocate for the outdoor power equipment industry before the U.S. Congress and Administration on a range of issues related to fuels, emissions, manufacturing, environment and water. A committed supporter of animal rescue and rehabilitation, Kiser also spearheaded the development of the TurfMutt educational curriculum with Discovery Communications and OPEI's Education and Research Foundation. The TurfMutt curriculum is aimed at promoting environmental stewardship of lawns, landscapes, parks and green spaces through a "spokesdog" named Lucky, who is a real rescue dog and the face of the program.

Prior to joining OPEI, Kiser served for 14 years in senior management at two major, Washington, D.C., trade associations representing the automobile manufacturing and forest products industries.

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