



Andy Leisner · 3rd

CEO at Volcon ePowersports • Enthusiast-mobility executive
• Lifelong motorcyclist • Competitive cyclist • Dedicated
father • 44-year T1

Irvine, California, United States · 500+ connections ·

[Contact info](#)



VOLCON



**University of California
Angeles**

Featured

VOLCON | E POWERSPORTS
volcon.com

Experience



Chief Executive Officer

VOLCON · Full-time

Oct 2020 – Present · 1 mo

Austin, Texas, United States

Manage overall operations of the world's only 100
Delivering high-quality, competitively priced two a
that create family fun, adventure and utility for co



Senior Vice President, Managing Director,

Bonnier Corporation

May 2013 – Oct 2020 · 7 yrs 6 mos

Irvine, CA

Complete P&L responsibility leading a staff of 25
titles across video, digital, mobile, print, custom c
platforms. Brands include Cycle World, Motorcycli
Wheels, MC Garage, MC Commute and Five Best

Publisher

Cycle World

Aug 2010 – May 2013 · 2 yrs 10 mos

Overall product, operational and financial manage
motorcycle media source. Bonnier Corporation's C
engaging content to motorcycle enthusiasts when
love, including in print, online, via mobile devices,

COO

Hardcard Systems, Inc.

Nov 2007 – Aug 2010 · 2 yrs 10 mos

Hardcard Systems was founded by senior sports e
alternative to the extraordinary costs faced in timi
with Radio Frequency Identification (RFID) leader
to accurately time and score (in milliseconds) high



Managing Partner

Hardcard Holdings LLC

Nov 2006 – Aug 2010 · 3 yrs 10 mos

Hardcard Holdings LLC, a leading motorsports management and consulting firm. Hardcard
partners are VP/CEO-level executives experienced in virtually every area of motorcycling and
the racing business including; management of racetracks, sanctioning bodies, race operations
athletes, brands, licensed merchandise, sponsorship development, race teams and ...[see mor](#)

[Show 3 more experiences](#) ✓

Education



University of California, Los Angeles



Bachelor of Arts, Economics
1985 – 1990
Activities and Societies: Competed as a professional in the
World Championship Series while studying full time

Volunteer Experience



Board of Directors
Motorcycle Industry Council
Jan 2016 – Oct 2020 • 4 yrs 10 mos

Chairperson, Aftermarket Committee

Board Member, Treasurer
Laguna Niguel Girls Softball
Jan 2017 – Present • 3 yrs 10 mos
Children

Skills & Endorsements

Advertising · 85



Endorsed by **Nick Matarazzo and 15 others** who
are highly skilled at this



Sponsorship · 61



Endorsed by **Phil Baker and 1 other** who is highly
skilled at this



Endorsed by **4 of Andy's colleagues** at **Bonnier Corporation**

Marketing Strategy · 56



Endorsed by **Eric Anderson and 15 others** who
are highly skilled at this



Endorsed by **6 of Andy's colleagues** at **Bonnier Corporation**

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Recommendations

Received (0) Given (9)



Ashley Roberts
Marketing Director at
Bonnier Corporation
October 22, 2020, Andy
managed Ashley directly

I worked with Ashle
Ashley worked in o
position of Marketin
problem-solving, m
skills. She drove ou

Shelby Gregorich
Digital Advertising Manager
at Bonnier Corporation
October 2, 2020, Andy
managed Shelby directly

I worked with Shelb
Bonnier Corporation
productive and pro
optimization, perfor
with. Shelby manag







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Accomplishments

1 **Language**
Spanish

1 **Organization**
Motorcycle Industry Council

Interests

	Motorsports Marketing Professio... 10,745 members		Formula E 49,998 followers
	Milestone s.r.l. 5,314 followers		EXTREME E 7,242 followers
	Motorcycle Industry Professionals 9,862 members		University of California, Los Ang 709,999 followers

See all