

Briggs & Stratton Equip Expo Media Event Speaker Bios



Kristina Cerniglia, Chief Executive Officer and Interim Chief Financial Officer, 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.

As interim chief financial officer, Kristina directs executive financial management for Briggs & Stratton's global structure. She oversees global accounting, financial planning, reporting, analyses, tax, treasury, and IT. Kristina joined

the company as CFO in 2022.

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.



Gary Lancina, Vice President, Product Management & Marketing, Briggs & Stratton

Gary Lancina is vice president of product management and marketing at Briggs & Stratton. In this role, he guides product and brand strategy, advertising, and insights for the Vanguard and Briggs & Stratton brands.

Previously, he has held senior marketing and strategy leadership positions with Mercury Marine, LUMA Institute, BP Products North America, and Redbox.

He is a Fulbright Scholar with an MBA from Clemson University and a BA from Pomona College.



CJ Wam, Senior Marketing Director, Turf & Consumer Products, Briggs & Stratton

CJ is responsible for the strategy and execution of brand management, MarComm, digital marketing, PR, voice of the customer, and go-to-market plans for the Ferris brand's petrol and electric products.

Wam has worked at Briggs & Stratton for 10 years. During her tenure, she has held several marketing leadership roles in the global standby power, job site, and turf & consumer products groups.

Before joining Briggs & Stratton, Wam was a channel and brand manager at TIKI Brand and worked in product management at Milwaukee Tool.



Joshua Murphy, Marketing Manager, Billy Goat

Joshua joined the Billy Goat team in June as 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 Bachelor of Science in Marketing from MSU Denver, where he graduated with honors. Since then, he has held marketing roles of increasing responsibility,

including at Cornerstone Building Brands Stone & Surface Solutions and, more recently, at Frontier Service Partners, where he managed a wide range of marketing efforts and campaigns.