**Ron Russikoff - SureShade Inventor, Operations Leader & co-Founder**

Ron is the inventor of SureShade’s marine telescoping framework technology and is the patent holder for all SureShade designs. As the Operations Leader at SureShade, Ron oversees all aspects of design, production, quality and service. He works directly with OEM design and engineering teams to ensure optimal placement and functionality of shade systems on new boat models, and coordinates with remote installers as needed.

In 2011 Ron was honored as an industry “Mover & Shaker” by *Boating Industry* magazine for his impact and contributions to the recreational boating industry.

Ron has over 20 years of experience in manufacturing operations and CAD Engineering, as well as experience running a side-business in traditional canvas replacement work. He invented SureShade based on his own personal experience as a lifelong boater, recognizing a market need for a shade product that offered boaters both adequate and convenient sun protection.

Ron enjoys boating with his wife Dana in South Jersey and along the Delaware River in Philadelphia, PA (the hometown for the SureShade business).