

CORY PEHRSSON

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When it comes to monster stacks, Cory Pehrsson’s employer, Dynaflex Products, is the best in the business.

Impressive, right?

But what is a monster stack?

While the term is unfamiliar to most people, the basic product is not. “Stacks” refers to the vertical exhaust pipes that rise above 18-wheelers and other heavy-duty trucks. “Monster” stacks are larger aftermarket versions.

The company, which is based in Los Angeles and manufactures its products in California, offered the industry’s first monster stacks. Pehrsson started working for Dynaflex at age 15 when the company was owned by his grandfather. He swept floors and interned every summer through college.

“I started at the bottom, learning every aspect of the business, and slowly progressed my way up through some challenging circumstances,” he says. “My grandfather intended to sell the business to the guy I was working for, but the company wasn’t growing. The deal was cancelled. In 2012, my mom took over as President and I took the lead on new product development, marketing and sales.”

Pehrsson, who says his job has been the same since 2012 but his title has “gotten cooler” (he is now Vice President), focused on expanding the company’s capabilities and offerings, as well as bringing some manufacturing activities in house. The approach paid off. During the past four years, Dynaflex has increased revenue by 40 percent.

The company presently employs two other CI alums. Pehrsson (pictured with his mom, Denise Pehrsson) hopes to hire more Dolphins in the future.

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