



Meet the Directors: Arin Emmert

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Arin Emmert serves on the Denver Branch Board of Directors. She is the Chief Executive Officer and Dealer Principal of Fremont Motor Companies in Lander, Wyoming. Ms. Emmert joined the Denver Branch Board of Directors in 2025.

Fremont Motor Companies, a family-owned automotive dealership group in Lander, Wyoming, was founded in 1938. Arin Emmert, Fremont's chief executive officer and dealer principal, represents the fourth generation of her family to lead the organization.

Emmert joined the Kansas City Fed's Denver Branch Board of Directors this year.

"Our organization is an auto group of 13 dealerships, representing all domestic brands, as well as Toyota, Honda and Volkswagen," Emmert said. "My primary responsibilities are to work with our team of managers and employees to maximize our market potential and to provide a vision of growth—always looking for ways to improve and enhance our processes and customer service."

After graduating from Creighton University with a bachelor's degree in Entrepreneurial Management and a minor in Spanish, Emmert worked in management roles for Toyota Motor Sales in the company's New York region. She returned to Wyoming in 2011 to become Fremont's service director and later graduated from the National Automobile Dealers Association's Dealer Academy. She held multiple management roles within the organization, before being promoted to CEO and dealer principal in 2021.

As a Reserve Bank director, she is able to share insight from her experiences in the automotive industry and from interactions with consumers.

"It is an honor to serve as a Federal Reserve Bank director," Emmert said. "It is my intention to gain knowledge, perspective and a better overall understanding of the economic and monetary policy, as well as to provide insight from the perspective of my industry, consumers and market data to help the Bank have a proactive and broader viewpoint for navigating future policy and economic direction."

She added, "It is also my objective to share the economic landscape, consumer sentiment and fiduciary dispositions of the retail automotive industry as it pertains to the markets that we serve."

Emmert said that she has been impressed by the Fed’s depth of research and resources, as well as the way that central bank leaders and staff embrace input from directors, advisors, business owners and the public. Those are parts of the Fed’s work that the public at large might not fully understand, she said.

“All of the factors that they dive into are really impressive to me,” Emmert said. “It’s not just a one-sided or a one-sourced outlook. I feel that they genuinely and sincerely value feedback and opinions.”

Equally valuable is the climate of information-sharing among directors, who represent diverse economic sectors.

“I am looking forward to learning from the other board members about their businesses and how all of the different socioeconomic needs and perspectives influence the bank and the economy overall,” Emmert said. “I hope to take away a more robust and conducive understanding of our country’s economic and monetary policy and overall well-being.”

Learn more about Ms. Emmert [here](#).

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