



AMERICAN AUTOMOTIVE SUMMIT 2021

September 21–23, 2021

usautosummit.com

TOMORROW'S CONNECTION TODAY

Designing a new future for manufacturing, quality and supply chain leaders

+1-416-298-7005

info@generisgp.com

PROGRAM

PROGRAM • DAY 1

SEPTEMBER 21, 2021

10:00 am – 10:30 am EST

LOG-IN AND WELCOME

10:35 am – 10:45 am EST

CHAIR'S OPENING REMARKS



RAMON KUCZERA, PH.D.
SVP, Engineering and Technology
GKN Automotive

10:45 am – 11:20 am EST

OPENING KEYNOTE



JOHAN DE NYSSCHEN
Chief Operating Officer
Volkswagen Group of America, Inc

VOLKSWAGEN'S INDUSTRIAL CLOUD: CONNECTING OUR GLOBAL FACTORIES TO INCREASE EFFICIENCY AND INNOVATION

- How the Industrial Cloud will link Volkswagen's global production network of more than 120 factories
- Leveraging the potential of simplified data exchange across all Volkswagen's systems and plants, helping to increase efficiency and production innovation on a real-time basis and global scale
- Collaborating with suppliers and technology partners to join the Industrial Cloud, pushing their innovation in manufacturing and logistics

11:25 am – 12:00 pm EST

PLENARY



ANTONIO CESARIA
SVP, Operations of Cosma
A Group of Magna International

BRINGING THE NEXT GENERATION ON BOARD: MENTORING TALENT IN TODAY'S AUTOMOTIVE INDUSTRY

- Leading your talent strategy at a global scale
- Building a mentorship and sponsorship strategy for young leaders
- Developing emerging leaders to take ownership and create change
- Understanding the pros and cons of working across generations
- Case study: How Magna has developed a top-tier talent project

12:05 pm – 12:45 pm EST

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

LUNCH & LEARN ROUNDTABLE DISCUSSIONS

Benefit from additional learning by joining a moderated roundtable discussion on pressing issues in the industry. Registration is required, and attendance is limited. Choose from:



ROB HARGIS
Brand Manager
steute Technologies



MANDY BJORKLAND
Manager, Customer Success
Covalent Networks



PETER GOGUEN
Chief Operating Officer
Xometry

AUTOMATING YOUR MANUFACTURING PROCESSES AND REDUCING COSTS WITH INTELLIGENT IOT COMMUNICATION NETWORKS

DIGITIZING WORKFORCE QUALIFICATION AND ENABLING ORGANIZATIONAL AGILITY

ENHANCING YOUR SUPPLY CHAIN WITH ON-DEMAND MANUFACTURING FOR FASTER SPEED-TO-MARKET



MO ABUALI
CEO and Managing Partner
IoTco



ELIO TROLIO
Sr. Manager, Value Engineering
Plex Systems, Inc.



JASON HOLTE
Sr. Product Marketing Manager
Ease Inc.

ZERO-DOWNTIME AND ZERO-DEFECT MANUFACTURING: LEVERAGING A.I. AND PREDICTIVE ANALYTICS

MEETING AUTOMOTIVE MEGATRENDS WITH MANUFACTURING AUTOMATION

WHY MOBILE AUDITING IS THE FIRST STEP TO DIGITAL TRANSFORMATION AND HOW TO GET STARTED

1:35 pm – 2:10 pm EST

WORKSHOPS

MANUFACTURING AND OPERATIONS



ISAAC BENNETT
Director, Global IT and Digital Transformation
EagleClaw Manufacturing



MO ABUALI
CEO and Managing Partner
IoTco

ZERO-DOWNTIME AND ZERO-DEFECT MANUFACTURING: LEVERAGING A.I. AND PREDICTIVE ANALYTICS

- Act now, demonstrate leadership, build the business case for Industry 4.0 and Predictive Analytics, and get started
- Data first! Digitalization is from the past; predictive analytics and artificial intelligence are the future
- Industry 4.0 is all about process, technology, and people. Empower your maintenance and quality personnel with predictive and prescriptive insights
- A Systematic Approach to “Think Big, Start Small, and Win ROI with AI”

DESIGN AND ENGINEERING



VITO NATALE
Sr. Application Engineer
SeeGrid

AUTOMOTIVE AUTOMATION: DRIVING BUSINESS FORWARD WITH MOBILE AUTOMATION

- Exploring how the automotive industry is making substantial changes in day-to-day operations
- Understanding factors that include extreme shifts in consumer demand, labor shortages, adapting to new facilities, and demand for product customization
- How can autonomous mobile robots (AMRs) help in adding agility to drive results?

QUALITY



RENEE STEPHENS
VP, Automotive
We Predict

ELECTRIFYING QUALITY INITIATIVES WITH PREDICTIVE ANALYTICS

- How carbon-neutral initiatives mean manufacturers have a multitude of electric products in their pipeline
- Expectations are that these electric products will need less service, having fewer mechanical parts
- How increased sensors and control units provide the opportunity to communicate with the product and customer over the life of the product but can also drown a company in data – some meaningful, some not
- Re-prioritizing quality initiatives using predictive analytics and industry data, exploring the actual results on electric vehicles compared to their gas counterparts in the field and answering the burning question, will service really cost less on electric vehicles?

TECHNOLOGY AND INNOVATION



ERICH BERGEN
Director, Mobility and Transportation
Baker Tilly



PETER PEARCE
Principal and Mobility and Transportation Practice Leader
Baker Tilly

REPOSITIONING YOUR AUTOMOTIVE SUPPLY BUSINESS FOR GROWTH AND INNOVATION

- From the mounting pressures on the industry from electrification to the lasting supply chain implications of the COVID-19 pandemic, join Baker Tilly to learn how leading automotive suppliers are leveraging advanced integrated technologies to accelerate and transform their business
- Baker Tilly's mobility and transportation specialists will discuss how suppliers are creating a platform for growth and transformation through streamlined data access and partnership expansion
- Alternative locations, partnerships, technology innovation, and new business relationships continue to be a driving force behind the future automotive industry

2:15 pm – 2:55 pm EST

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

3:00 pm – 3:35 pm EST

SESSIONS

MANUFACTURING AND OPERATIONS



ANNA SCHNEIDER
SVP, Industry and Government Relations
Volkswagen Group of America, Inc.

NAVIGATING GOVERNMENT RELATIONS: HOW THE USMCA, POLICY AND THE TRANSITION OF ADMINISTRATION AFFECTS AUTOMOTIVE MANUFACTURING AND OPERATIONS

- How the change of government administration is affecting automotive manufacturing and operations through policy
- Taking a broader view of the impact of the USMCA a year after implementation
- Case study: Discussing the CHIPS for America Act as a response to the semiconductor shortage and support for US manufacturing

DESIGN AND ENGINEERING



ALEX VAN LAACK
VP, Stellantis, Nissan, and New Entrants, Electronics, North America
Faurecia

HOW THE CONNECTED CAR IS CHANGING DESIGN AND ENGINEERING PRACTICES

- Best practices for engineering and design processes as connectivity demand increases
- Looking at the opportunities that new design and personalization demands provide suppliers and OEMs
- Understanding the increasing importance of human machine interface technologies in product manufacturing
- How to integrate and implement these new products in cost-effective ways
- Case study: Looking at the future of connected systems and the connected car

QUALITY



ADAM MUELLERWEISS
Chief Sustainability Officer
Clarios

UPGRADING SUSTAINABILITY PRACTICES TO MEET TODAY'S MANUFACTURING AND OPERATION STANDARDS

- Building your sustainability strategy leveraging a pillared and foundational approach
- Ensuring sustainability practices are implemented from the ideation to recycling process
- Managing battery and storage solutions responsibly and safely throughout their product life cycle
- Developing closed-loop and circular supply chains for material reuse
- Case study: Developing your blueprint through collaboration and being proactive

TECHNOLOGY AND INNOVATION



ERIC BACH
SVP, Product and Chief Engineer
Lucid Motors USA

FOCUSING ON EFFICIENCY AND INNOVATION THROUGHOUT YOUR PRODUCT DEVELOPMENT CYCLES

- Building an emerging company with a mission and a great team
- Looking at the engineering of the Lucid Air from imagery to tech specs
- The space concept: Optimizing vehicle space through compacting systems and product design
- Powertrain and lighting innovations: Creating new and innovative solutions and systems for efficiency and product safety
- The product of power and efficiency: How Lucid has created faster charging with their Wunderbox system
- Leveraging a philosophy of efficiency to increase miniaturization, material resourcefulness, less processing and more consumption efficiency
- How hiring practices will drive your engineering strategy for long-term capabilities

3:35 pm – 4:35 pm EST

MIXOLOGY & MINGLE

Join our hosts for a short mixology class followed by a networking discussion covering hot industry topics.

PROGRAM • DAY 2

SEPTEMBER 22, 2021

9:45 am – 9:55 am EST

LOG-IN AND WELCOME

10:00 am – 10:50 am EST

EMPOWER HOUR

MEGAN HUNTER
EVP, Procurement and Supply Chain
Operations
Martire International



MARLENE MARTEL
EVP and General Counsel
Ford Motor Credit Company



DONNA DORSEY
SVP and Chief People and Diversity
Officer
Navistar



SMITA MEHTA
Sr. Manager, Diversity and
Community Engagement, North
America
Faurecia



WENDY RADTKE
Chief Human Resources Officer
Clarios

DIVERSITY & INCLUSION ROUNDTABLE

We invite attendees to network at the Diversity and Inclusion Roundtable with discussions from inspirational leaders in manufacturing, quality, human resources, supply chain and more.

10:55 am – 11:05 am EST

CHAIR'S OPENING REMARKS

RAMON KUCZERA, PH.D.
SVP, Engineering and Technology
GKN Automotive

11:05 am – 11:40 am EST

OPENING KEYNOTE

DAVID JOHNSON
VP, Production Engineering and New Model Quality
Nissan Group of North America

DEVELOPING YOUR END-TO-END PRODUCT LAUNCH CYCLE FROM DESIGN TO PRODUCTION

- Working with manufacturing and engineering teams from prototype to launch
- Best practices for making and launching products in the virtual world while leveraging out of the box thinking
- Continuing to develop talent across newer generations and legacy workers
- How consumer and industry expectations are changing the way design and engineering happens
- Case study: Reflecting back on Nissan's 10 product launches in 20 months during times of significant change

11:45 am – 12:20 pm EST

PLENARY

SCOTT FRENCH
VP, Operations Integration and Strategy
Lear Corporation

CREATING OPERATIONAL EFFICIENCY IN YOUR MANUFACTURING PROCESSES WITH TECHNOLOGY

- Leading a global technology implementation strategy
- Integrating technologies into your manufacturing processes to increase efficiency and speed to market
- Preparing your staff and operations for technology implementation
- Understanding the future of mobility and setting your plants for successful production

12:25 pm – 1:05 pm EST

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

1:10 pm – 1:50 pm EST

LUNCH & LEARN ROUNDTABLE DISCUSSIONS

Meet other delegates at the summit during this 1-2-1 networking period. You'll be matched to meet with different attendees for 5 minutes each to discuss leading industry topics. Get to know your peers and make new connections!



RON PIEPER
Manager, Customer Support
Juxtum



ED WALSH
VP, Global Sales
Sigmetrix



ADRIAN JENNINGS
Chief Product Officer
Cognosos, Inc.

BEST PRACTICES FOR IIOT MACHINE CONNECTIVITY AND BUILDING YOUR DIGITAL MANUFACTURING ROADMAP

MECHANICAL VARIATION AND THE DIGITAL THREAD IN THE AUTOMOTIVE INDUSTRY

REDUCING CYCLE TIME IN YARD OPERATIONS: FINDING AND ELIMINATING HIDDEN PROCESS WASTE



EVERTON PAULINO
Lead, Automotive and Manufacturing
SambaNova Systems



TIM MARCHBANKS
CTO
Endeavor 3D, LLC

DRIVING INDUSTRY 4.0 WITH AI FOR REDUCED DOWNTIME AND PREDICTIVE MAINTENANCE INSIGHTS

ADDITIVE MANUFACTURING FOR SERIAL PRODUCTION OF AUTOMOTIVE PARTS

1:55 pm – 2:30 pm EST

WORKSHOPS

MANUFACTURING AND OPERATIONS



CHRIS NEWBY
Director, Engineering
Faurecia Interior Systems

QUALITY



DAVID HALLAC
Founder and Chief Executive Officer
Viaduct

DESIGN AND ENGINEERING



ANURAG GARG
VP, Product Management, Platform,
Analytics and IIoT
Plex Systems, Inc.



NEIL DATT
Director, Product Marketing
OTTO Motors

MORE THAN LOGISTICS: PUTTING AUTONOMOUS MOBILE ROBOTS TO USE IN AUTOMOTIVE MANUFACTURING

- Understanding how to integrate AMRs into the production environment
- Exploring best practices in vendor selection
- Preparing for transformation as a constant
- Lessons learned and looking to the future: Automation strategies in the age of COVID-19

INCREASING VEHICLE UPTIME AND REDUCING OEM AND TIER-1 SUPPLIER COST OF QUALITY VIA THE POWER OF AI/ML ON CONNECTED VEHICLE DATA

- Practical approaches to building a single source of truth for connected vehicle data via configurable data ingestion pipelines
- Methods for configuring an extensible data model optimized for large-scale machine learning and analytics
- Transforming massive-scale time series-connected vehicle data into actionable insights for vehicle failure risk prediction and early anomaly detection via AI/ML
- Case Study: How Smart Servicing can enable you to optimize service campaigns and implement predictive maintenance programs in order to improve fleet uptime, drive customer loyalty, and identify new revenue streams
- Case Study: How Smart Quality can help you identify systemic quality issues sooner in order to reduce overall warranty expense

HOW SAVVY AUTOMOTIVE SUPPLIERS OUTPACE THE COMPETITION TO TACKLE INDUSTRY MEGATRENDS

- Overcoming tidal waves of challenges from lack of skilled labor, retiring workforces, demand shock from COVID, the semiconductor shortages and more in the last couple of years
- Adapting and pivoting your manual processes, operational and production visibility, and siloed systems located on-prem by a workforce forced off-prem and remote
- Re-thinking your business strategies quickly to adapt to market expectations in order to protect margins and offset risk
- How savvy manufacturers are using digital systems to pivot successfully with the cloud and digital technology to support employee flexibility, access data and information, adjust to market forecasts and supply chain challenges and drive efficiency

2:35 pm – 3:15 pm EST

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

3:20 pm – 3:55 pm EST

SESSIONS

MANUFACTURING AND OPERATIONS



BRENTON SMITH
VP, Strategy and Business Development,
Electronics, Components and
Instrumentation
Yazaki North & Central America



LORETO SEBASTIANI
VP, Electronics, Components and
Instrumentation Business Unit
Yazaki North & Central America

INNOVATION ACROSS AUTOMOTIVE MANUFACTURING AND LOOKING FORWARD

- Exploring technological developments to provide the basis for a successful future
- How Yazaki uses the combined resources of teams in 46 countries to develop ideas and implement best practices from each region can be applied around the world
- Understanding why Yazaki is a leading technology supplier to customers globally

QUALITY



DEBRA POPPAS
VP, Global Quality
PACCAR

IMPROVING QUALITY THROUGHOUT YOUR SUPPLIER NETWORK TO ENSURE FINAL PRODUCT MEETS HIGH STANDARDS

- Creating standards of quality across your organization and supplier base
- Developing effective supplier audit systems to ensure quality standards are met
- Working with your suppliers to enhance quality and increase data quality and transparency
- Continuing to build relationships and partnerships with suppliers to improve overall quality

DESIGN AND ENGINEERING



ALEXANDRA CATTELAN
VP, Engineering
Polaris

PUTTING YOUR CUSTOMER AT THE FOREFRONT OF THE DESIGN AND ENGINEERING PROCESS

- Building high performance teams that exceed project expectations, on time and on budget
- Making products light-weight and cheaper to produce while ensuring quality
- How powertrain redesign and vehicles are changing engineering decisions
- Bringing products to market faster through agility and project management

4:00 pm – 5:00 pm EST

PEER-TO-PEER NETWORKING

Meet other delegates at the summit during this 1-2-1 networking period. You'll be matched to meet with different attendees for 5 minutes each to discuss leading industry topics. Get to know your peers and make new connections!

PROGRAM • DAY 3

SEPTEMBER 23, 2021

9:45 am – 10:00 am EST

LOG-IN AND WELCOME

10:00 am – 10:50 am EST

EMPOWER HOUR**MONICA DAMERON**

VP, Employee Engagement, U.S.
Operations
Lear Corporation

**GINGER JUNCKER**

Executive Director, Councils and
Member Programs
*Original Equipment Suppliers
Association*

**AMY PAULSEN**

VP, Logistics
Rivian

**ALEXANDRA CATTELAN**

VP, Engineering
Polaris

**DEBRA POPPAS**

VP, Global Quality
PACCAR

WOMEN IN LEADERSHIP

We invite our attendees to network at the Women in Leadership Roundtable with discussion from inspirational leaders in the engineering, manufacturing, operations, production, quality and EHS.

10:55 am – 11:05 am EST

CHAIR'S OPENING REMARKS**RAMON KUCZERA, PH.D.**

SVP, Engineering and Technology
GKN Automotive

11:05 am – 11:40 am EST

OPENING KEYNOTE**STUART COUNTESS**

SVP and Chief Operating Officer
Kia Motors Manufacturing Georgia

UPSKILLING YOUR STAFF FOR INCREASED PRODUCTION: EMBEDDING STANDARDS ACROSS YOUR ORGANIZATION

- Building a culture of quality using a top-down approach
- Upskilling employees to be comfortable with increased automation and digital technologies
- Improving your quality and engineering forecasting and accuracy with data
- Continually integrating new processes for increased efficiency

11:45 am – 12:25 pm EST

PRE-ARRANGED 1-2-1 BUSINESS MEETINGS AND NETWORKING

12:30 pm – 1:05 pm EST

SESSIONS

MANUFACTURING AND OPERATIONS



PETER ANDERSON
VP, Global Supply Chain and Manufacturing
Cummins

MITIGATING RISK THROUGHOUT YOUR SUPPLY CHAIN WITH VISIBILITY AND TRANSPARENCY

- Communicating your strategy to your organization as supply chains become more complex
- Intensifying your localization strategy to rely less on political affairs and policies
- Developing insourcing and dual sourcing strategies for your supply chain and manufacturing operations
- Navigating labor and employment issues and how co-bots are increasing overall efficiency
- Case study: Lessons learned from COVID and the last 18 months when it comes to transparency and supplier relationships

DESIGN AND ENGINEERING



STEFAN BUERKLE
SVP, Sales and Connected Information Systems, Cross-Domain Computing Solutions
Bosch

BRINGING THE DIGITAL COCKPIT TO REALITY

- Opening new opportunities to develop and improve vehicles and mobility services
- How connectivity is making mobility more safe, efficient and convenient
- Connecting users, vehicles and services seamlessly over the internet to provide better experiences
- Case study: Why Bosch is connecting systems and services inside and outside vehicles to create intelligent mobility solutions

QUALITY



SCOTT BODJACK
VP, Quality
Rivian

NAVIGATING INTERNAL AND EXTERNAL QUALITY PROCESSES TO DELIVER CUSTOMER SATISFACTION

- Best practices for developing quality systems and processes from the ground-up
- Keeping your quality initiatives at pace with the rapid change of technology and change
- How data and Quality 4.0 tools are driving technology, production and quality forward
- Building great relationships with your suppliers to ensure the safety and quality of materials and products
- Analyzing data quickly and utilizing it in your manufacturing processes

TECHNOLOGY AND INNOVATION



JORGE SHIMBAUKURO
Director, Cybersecurity, Product Development
Visteon

COLLABORATING WITH MANUFACTURING, ENGINEERING AND TECHNOLOGY TEAMS TO ROLL OUT PRODUCTS WITH CYBERSECURITY IN MIND

- Defining processes through testing and auditing to proactively meet regulation requirements throughout manufacturing and operations
- Accepting risk and security as part of the tech-enabled future
- Being proactive in your cybersecurity initiatives as telematics, entertainment and software continues to become more complex
- Case study: Looking at how the demand for connectivity is changing the landscape of automotive cybersecurity

1:10 pm – 1:50 pm EST

LUNCH & LEARN ROUNDTABLE DISCUSSIONS

Meet other delegates at the summit during this 1-2-1 networking period. You'll be matched to meet with different attendees for 5 minutes each to discuss leading industry topics. Get to know your peers and make new connections!



MARY ARRAF
Head, Diversity, Equity and Inclusion, North American Region
Continental Automotive



JAVIER MONTALVO
EVP, Human Resources
Hitachi Automotive Systems Georgia



ED MAS
President
Vox Automotive

GETTING STARTED ON YOUR DIVERSITY AND INCLUSION JOURNEY



SACHA PORGES
Global Director, Customer Quality and New Programs
GKN Automotive

FINDING THE RIGHT TALENT: IMPLEMENTING HIRING PRACTICES FOR THE NEXT 10 YEARS



MARINA CHIN
Director, Global Supplier Quality and Sustainability
Volvo Buses

EFFECTIVELY MANAGING WORKFORCES IN THE NEW HYBRID ENVIRONMENT AND TRANSITIONING FROM WORK-FROM-HOME

CONTINGENCY PLANNING FOR SUPPLY AND DEMAND: LOOKING AT THE BROADER VIEW OF THE SEMICONDUCTOR SHORTAGE

DEVELOPING YOUR QUALITY AND SUSTAINABILITY KPIS AND METRICS AND HOW TO COMMUNICATE THEM EFFECTIVELY

1:55 pm – 2:30 pm EST

CLOSING KEYNOTE

JOACHIM MATHES
Chief Technology Officer, Comfort and Driving Assistance
Valeo

INTEGRATING TECHNOLOGY INTO THE END PRODUCT FOR ENHANCED USER EXPERIENCES SAFELY AND SECURELY

- Looking at where consumer trends and expectations are headed for the end-product and how to support those needs
- Understanding the challenges that the future technology ecosystem of vehicles present
- Ensuring the quality, functionality and security of technology as it becomes more complex
- How infotainment, telematics, heads-up displays and technology will continue to change the automotive industry

2:35 pm – 3:15 pm EST

PANEL DISCUSSION

ERIC STOOP
CEO
Ease Inc.



LUIS CANTU PENA
Director, Quality OE - US/CAN
Clarios



DENNIS HOEG
VP, Global Manufacturing Operations
Nexteer Automotive



SAJID KUNNUMMAL
VP and Chief Procurement Officer
Navistar



ADITYA OBEROI
VP, Corporate Strategy
Lear Corporation

HOW OEMS AND SUPPLIERS CONTINUE TO COLLABORATE THROUGH GLOBALIZATION AND INCREASED SPEED-TO-MARKET PRESSURES

- Working together to effectively communicate business needs and strategies
- Managing the aftershocks of the pandemic and how supply and quality are continuing to be affected
- Gaining a better understanding of quality requirements and supply pipelines through traceability, blockchain and data
- Leveraging localization strategies to decrease the impact of global crises and uncertainty and maintain quality across operations
- How shifts from ICE to EVs are changing the relationships between OEMs and suppliers

3:20 pm – 3:25 pm EST

CLOSING REMARKS & PRIZE ANNOUNCEMENTS

3:25 pm – 4:25 pm EST

PEER-TO-PEER NETWORKING

Meet other delegates at the summit during this 1-2-1 networking period. You'll be matched to meet with different attendees for 5 minutes each to discuss leading industry topics. Get to know your peers and make new connections!