



## SPECIALTY EQUIPMENT MARKET ASSOCIATION

### **BOARD OF DIRECTORS POTENTIAL CANDIDACY QUESTIONNAIRE – 2022 ELECTION YEAR**

# John Torvinen

## Part 1 – Personal/Professional History

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your résumé and/or bio. Describe the specifics of your current job responsibilities:

I have 30+ years of business experience, of which 25+ years are in the automotive industry. I began in quality and advanced throughout my career to current COO level. My leadership level is at OEM, Tier-1 and aftermarket automotive businesses. I have touched or been a part of every aspect of the vehicle during my career.

Born and raised in southeast Michigan, have a mechanical engineering bachelor's degree from Michigan Technological University, masters in industrial engineering and masters in business administration from the University of Michigan.

High school and college internships with General Motors, four years. Fourteen years of growing responsibility and leadership with Ford Motor Company (Michigan) touching every aspect of the vehicle, including performance and electrification. Five years as senior director in Agriculture & Construction industry at CaseNewHolland (CNHi) in Chicago. Three years as director of metallic purchasing at Fiat Chrysler Automobiles (FCA)(Michigan), \$15 billion annual responsibility. One year as COO university/city autonomous, electric vehicle, ride-sharing business at Innova.

Currently, 5.5 years as vice president and now COO at Performance Assembly Solutions in Livonia, Michigan, building aftermarket crate and race engines for GM Performance and Ford Performance catalog offerings, supercar engines for Ford and Vinfast, superchargers for Roush, stationary jet turbine engines for JetHeat as well as production parts for GM and Ford powertrain and vehicle assembly plants. I am responsible for production, supply chain (MP&L), purchasing, quality, manufacturing engineering and program management.

Résumé:



Resume JT 18.pdf

2. Indicate your historic and/or current involvement with automotive industry initiatives specifically, as well as other professional and philanthropic associations, societies and organizations you have been actively involved in. Please be specific about other boards (if any) on which you have served or are currently serving:

My entire career has been in and around the auto industry and auto industry initiatives, even my time in Industrial Products at CaseNewHolland was full of alignment discussions with Fiat auto in Italy where we worked to incorporate components and technology common to both industries. My current role directly manages the relationship of production and service parts supply to Ford, GM and Roush as well as aftermarket supply of crate and race engines to Ford Performance and GM Performance. These daily activities with automotive OEMs and aftermarket customers provide me with a keen opportunity on the immediate pulse of the industry during its ups and downs as well as strategic direction with new products.

- Active member of the SEMA Scholarship Committee Leadership Team where we continually focus on finding and applying talent to the automotive aftermarket.
- Thirty-plus-year volunteer with the National Ski Patrol and a continuing role as an active senior patroller and certified trainer.
- Elected for a three-year term as chairman of the board for Mt. Holly Ski Patrol, term ended 2019.
- Operated as advisory board member for Innova EV for three years, focused on the environment and the development of autonomous, electric vehicle ride sharing in cities and university campuses, term ended 2019.
- I have been engaged in various community-focused efforts with Grace Centers of Hope (home repair/remodeling to support recovering drug-addicted people), Gleaners Food Bank (food supply for local hunger support), Rouge River cleanup efforts to improve water cleanliness and long-term environmental sustainability.

3. Please highlight specific career accomplishments including, but not limited to, patents received, product innovations, awards and recognitions, publications, marketing or business programs, presentation to business and/or industry symposiums. Share any and all significant or notable accomplishments:

- Presenter: quarterly, for FCA Metallic suppliers, automotive industry and business updates.
- Nominated for “Buyer of the Year” Michigan Minority Business Development Council.
- Selected to represent Ford Motor Company with Jaguar Racing Formula One team sponsorships and management.
- Recipient of the National Ski Patrol EMR–“Paul Jones Award” for dedication and service.
- Thirty-year recognition for uninterrupted, consecutive volunteer service to the National Ski Patrol.
- Recognition for 18 years of Instructor service to the National Ski Patrol.

4. Please mark each of the skill categories where you believe you possess a level of expertise:

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Manufacturing                       | <input checked="" type="checkbox"/> Motor Sports/Racing              |
| <input type="checkbox"/> Distribution/Logistics                         | <input type="checkbox"/> Vehicle Shows/Auctions/Exhibitions          |
| <input checked="" type="checkbox"/> Supply Chain                        | <input type="checkbox"/> Financial Planning/Management               |
| <input type="checkbox"/> Engineering                                    | <input type="checkbox"/> Accounting                                  |
| <input checked="" type="checkbox"/> Vehicular/Product Design/Innovation | <input type="checkbox"/> Human Resources Management                  |
| <input type="checkbox"/> Product Management                             | <input checked="" type="checkbox"/> Business Management/ Development |
| <input checked="" type="checkbox"/> OEM Design/Technology               | <input type="checkbox"/> Sales                                       |
| <input type="checkbox"/> Brand Management                               | <input checked="" type="checkbox"/> Business Technology              |
| <input type="checkbox"/> Advertising                                    | <input type="checkbox"/> Data Management                             |
| <input type="checkbox"/> Marketing                                      | <input type="checkbox"/> Internet Utilization                        |
| <input checked="" type="checkbox"/> Strategic Planning                  | <input checked="" type="checkbox"/> Other (specify):                 |
| <input type="checkbox"/> Public Relations                               | <input type="checkbox"/> Quality Tools                               |
| <input checked="" type="checkbox"/> Crisis Management                   | <input type="checkbox"/> Program Management                          |
| <input type="checkbox"/> Regulatory Compliance                          | <input type="checkbox"/> International Business                      |
| <input type="checkbox"/> Legislative/Lobbying                           | <input type="checkbox"/>   |
|   | <input type="checkbox"/>   |
|   | <input type="checkbox"/>   |

**Part 2 – Personal/Professional Attributes**

5. What are your specific areas of expertise? What unique skills or perspective do you think you could bring to the leadership of SEMA? What business or life experience do you have that prepares you to help shape the direction of the industry? What industry issues are you particularly passionate about?

I am a team builder who enjoys fostering and developing people, and I love technology. My extensive background in the automotive industry, at all levels, and with all corporate functions would be a significant benefit to the SEMA leadership team. I fully understand executive committee operation and also have experienced this at a global level (with Italy, Brazil, China, Japan, India). I have business relationships which grew to personal relationships that continue to this day with many in these countries. I am sure I would provide a valuable perspective to the team with a broad automotive history that covers components and systems across the entire vehicle as well as new technology in the IoT, EVs, autonomy...and a passion for cars that started as a child and continues with my personal modified vehicles.

6. What would you say is/are your most notable achievement(s) to this point in your career? What are you most proud of?

The strongest achievements from my personal career are in the people I have had the privilege to help develop, grow and promote throughout my career, and the worldwide business relationships that I have been blessed with the opportunity to foster.

My career has provided me the opportunity to:

- Work with the entire vehicle (powertrain, chassis, body, electrical, interior, exterior).
- Work with all functions (purchasing, engineering, quality, manufacturing, sales, logistics, strategy).
- Launch many new components, systems and complete vehicles (Mustang, Shelby GT500, Mazda6, DashEV, most recently Supercar engines for the Ford GT and Vinfast)
- Be a part of the Ford SVT team and the development of high-performance products.
- Be a part of Formula One and work directly with the Jaguar Racing team.
- Represent Ford and FCA at SRT product promotional events across the country.
- Work with and understand the intricacies of the automotive industry at all levels.
- Travel to, work with, and experience and grow from understanding the cultures of multiple countries (Japan, Italy, Mexico, France, Germany, England, China, India, South Korea, Brazil).
- Build relationships that continue to this day, both local and global.

### Part 3 – Industry Perspective

7. What do you consider to be the top opportunities or threats facing the specialty parts aftermarket over the next five years? Try to be specific to industry trends. You may comment on macroeconomic issues (inflation, unemployment, health care, etc.) but only if they are relevant to your perspective on industry issues.

The automotive industry is swiftly moving to electric vehicles (EVs) and vehicle autonomy. This direction has been slightly impacted by COVID-19 as consumers are rethinking mass transit's virus-spreading health potential versus personal transportation. This may still resettle back into ride sharing and broadening usage of autonomous buses/vehicles. In either case, EVs propose an opportunity for SEMA companies in many aspects related to vehicle configuration, charging and personalization. They also propose a threat as these vehicles become more and more a solution to transportation, and not a passion buy. SEMA has a strong history and a large customer group that is heavily reliant on current vehicle designs and trends. The introduction of the current Ford Bronco is a fantastic example of the continuation of the current SEMA actions surrounding vehicle personalization. These types of products will keep the current strategy intact, but an additional plan needs to be established—and run in parallel—that focuses on the active EV shift occurring at the automotive OEMs and Tier 1s today. This plan needs to incorporate what new, specialty products can be added, who is most at risk, and what can be done to sustain the SEMA members' needs.

8. Of the issues you identify above, which ONE concerns you the most as to how it will impact the industry's future? What would you do to initiate change to either expedite a positive outcome or prevent a potential disaster?

I believe SEMA needs to continue to support the strong customer and member base it has

established over many years. As mentioned above, automotive OEMs understand vehicle personalization presents a significant business opportunity. However, the path I would recommend would include additional focus and marketing at the SEMA Show that introduces applications to both current ICE *and* EV products (programmable displays, adjustable ride quality, charging solutions, performance tunes, etc., as well as the traditional offerings in suspension, wheels, lighting, racing, off-road, etc.). Clearly the Consumer Electronics Show (CES) has evolved into a space that automotive OEMs seek to show at and has become a key vehicle-introduction show. As a Board member, I would love to help SEMA overtake the CES with a focus that dovetails current vision successes with future technologies and applications to all types of vehicles making the SEMA Show the “must attend/show at” automotive event every year.

#### Part 4 – Association Specific Observations

9. Do you feel that the Board of Directors and SEMA are currently pursuing the initiatives that are critical to our business segment? What would you place more emphasis on? What would you discontinue? What would you add?

I believe SEMA is pursuing the critical needs of its member market at this time; however, more should be done to broaden the focus on advancing/developing technology and the application of advanced technology to SEMA-member customers. The organization needs to help its members identify EV solutions and other advanced technology areas that they could address/invest in with their own corporate strategies. Additionally, a stronger focus should be made to help SEMA members sell online and become more effective online (classes, web forums, etc). Online marketing and, in the end, sales, has become a key buying tool for end customers that has been emphasized with the impact of COVID-19. Lastly, I would discontinue the COVID-19 analysis efforts. SEMA doesn't need to analyze the impact of a pandemic, this is too far-reaching. Keep the focus on the automotive industry trends and buying behaviors of the customers.

10. As a SEMA Board member how do you feel you would be uniquely qualified to help address the issues you identified above?

As a Detroit-based executive leader, I will be able to convey the local industry pulse to the nationwide SEMA leadership team. I would also support the developing Detroit SEMA team in their efforts to connect the greater membership with the trajectory of the automotive industry. I have a technical and business background and personally worked on early generation EV/hybrid/fuel-cell vehicles while at Ford. My background and connections with GM, Ford and Stellantis would provide insight and exposure to the goals and actions underway in our industry. I bring personal experience from working directly at all of these three major OEMs, and currently at a Tier 1 supplying these OEMs every day.

11. What do you see as SEMA's weaknesses?

I believe SEMA is missing out on its ability to showcase many additional advanced technologies that are available today and coming in the next few years. The exhibition and promotion of technology, especially in electronics, has become a key focus with consumers and the stock market. I would like to see SEMA regain its lead as the premier automotive event and organization nationwide that OEMs, Tier 1s and our key customers all strive to be a part of for the promotion and launch of their new products.

12. How about its strengths?

SEMA has an incredible base of companies that have seen significant annual growth to \$46B leading up to the pandemic. It is a huge strength to be able to tap into that established, broad-reaching group to understand their goals/needs/concerns. These companies truly set the trend in the market and their inputs are critical to understand what they would like SEMA to do to support and develop them and their individual strategies.

13. If you were chosen to chair the Long-Range Planning Committee, which topics or issues would you want your committee to be deliberating on?

A broad analysis of current SEMA companies with strategic focus on filling potential gaps in technology or offerings. A long-term analysis of vehicle personalization and repair trends and opportunities. A long-term analysis of the hot rodders/gearheads population and buying trends. The direction and any revision to current strategy aligning with the current trend of customer wants. Lastly, the development of an EV personalization strategy, including offerings, companies and technologies.

**Part 5 – About You**

14. Questionnaires can be very limiting. In the space below, share with us anything we didn't ask that you believe will help the Nominating Committee develop a better understanding of you as a candidate:

I'm a technically educated "gearhead" who's been provided the opportunity to develop as a leader in the automotive industry. I have loved cars all my life and thoroughly enjoyed playing with them as a kid, working with them as a teen, and

developing/driving/owning/modifying them as an adult. I love technology, and I enjoy local drag racing and following Formula One, and have had the opportunity to work with both of these directly. I am a relationship builder who thoroughly enjoys developing people and working with teams around the world I would be proud to be a SEMA Board member.