

## MASSIMILIANO “MAX” ORECCHIA

1122 Covington Place Dr - Rochester Hills – MI- 48309

Cellular phone: 248-840 5647

E-mail: maxorecchia@hotmail.com

### PROFILE

- Currently employed as Business Development Director and previously Program Development Director (since 2008) .
- Eighteen years of experience in the automotive industry; thirteen as a Manager, five with executive positions.
- Extensive international experience; four years in Italy, one year in England, three years in Brazil and ten years in the United States.
- Flexibility in covering different positions : quality, manufacturing engineering, advanced process engineering launching new Plants/ Operations , Program Management , and new business development.
- Fluently speaks and write three languages with basic knowledge of a fourth.
- “Green Card” holder; permanent U.S. resident and EU citizen
- Certified Mechanical Engineering from Politecnico of Torino, renowned as the best engineering university in Italy. Equivalent to a Master in Mechanical Engineering in the US.

### WORK EXPERIENCE

#### JAC PRODUCTS -

May 2010 to Present

*JAC Products is the leader in North America for roof racks and cargo management systems supplying all OEM's.*

#### **Business Development Director** , PONTIAC , MI –

JAC decided in 2010 to create a South American Division. In 2010 we were awarded the Ford B515 program and we established a joint venture with a local Tier 1 supplier. I was responsible to grow this operation into a sustainable business, procuring more projects with different OEM's. Currently we have established another partnership in Brazil and we are supplying through it various customers as Tier 1 and in the aftermarket

#### **SODECIA NORTH AMERICA-** (Previously known as **AZ AUTOMOTIVE**)

October 2005 to April 2010

*Sodecia (AZ Automotive) is a full service supplier serving all major OEM's on large stamping, welding assemblies and suspension modules; we have eight manufacturing locations in North America*

#### **Program Development Director**, AZ AUTOMOTIVE- Warren, MI – August 2008 to April 2010

- I managed Program Managers (4) and Product Engineers (5) on underbody and chassis assemblies for all major OEM's such as rear floor ladder assembly for WK74 , WD75, front floor for GM Zeta, GMT 900 torsion bar cross member, JS and RT front suspension cradle, Epsilon I and II rear suspension cradle and rear suspension module, etc.
- We obtained customer satisfaction through flawless launches of new programs and margin enhancement, achieved by va/ve activities in conjunction with manufacturing engineering and supplier base. I reported to the VP of Sales and Engineering.

#### **Senior Program Manager**, AZ AUTOMOTIVE- Warren, MI – October 2005 to July 2008

- Managed various programs for DCX (PM MK, JS, WK, XK, JK) on underbody parts (rear floor assembly, dash panels, tunnel rail assemblies etc. Increased contribution margin through va/ve activities and manufacturing optimizations. The president of AZ Automotive (Terry Bernander) promoted me to Director position on August 2008.
- Co responsibility on rear floor assembly advanced Engineering for the Chrysler 2010 WD75-WK74 DCX Project (New Grand Cherokee and Dodge).
- Managed Front Floor assembly part for the GM program GMX521/511 (Zeta), Camaro.

## BENTELER AUTOMOTIVE

April 2001 to September 2005

### **Launch Manager**, BENTELER, Auburn Hills, MI - December 2004 to September 2005

- Managed BMW E70 project for the front and rear suspension assembly modules, under German supervision.
- Worked extensively in Germany (Paderborn), with German counterparts, to develop assembly process for the JIT-JIS operations of the E70 front and rear multi links suspension modules which were to be assembled in a new Benteler Plant opened in Duncan (Spartanburg area in SC) in 2005.
- Co managed the launch of new Ford Explorer U251 Front lower control arms , trailing arms.

### **Advanced Process Development Chassis System Manager**, Auburn Hills MI - June 2002 to December 2004

- Launched new Plant in Windsor (Canada) for the DCX CS Project (Pacifica), to assemble the front and rear multi links suspension modules, including toe and camber alignment process..  
Front and rear suspension module assembly lines were successfully moved from Ajax DCX Plant to brand new Benteler Windsor Plant.
  - PPAP achieved successfully within three months from moving the lines.
  - DCX was extremely satisfied with our results
  - Bill Beistline (DCX Purch Director) publicly congratulated me for the hard work and terrific resultsSince January 2003 responsible for planning & developing chassis suspension modules manufacturing processes for new projects under Germany supervision.
- Managed Cost estimation department and VA/VE for the chassis modules product group in Benteler North America. We over achieved every year our engineering department cost reduction target of \$ 500K.
- Developed front and rear module, front corner and engine dress up assembly lines for the Ford CD338 Project for Hermosillo (Mexico) Plant in conjunction with German Engineering in Paderborn. Benteler Germany Senior management (W. Streuble Chassis-Module VP) stated the CS launch in Windsor and CD338 launch in Hermosillo were “the most successful launch for Benteler chassis suspension modules in NAO”
- Managed team of six people: Manufacturing and Cost estimator Engineers.

### **Launch Manager**, Ford Amazon Brazilian project (FORD BV256-226). Brazil - April 2001 to May 2002

- Launched new Benteler Plant in **Camacari’ – Bahia- (Brazil)** to assemble front and rear suspension chassis modules and engine dress up lines inside the FORD assembly Plant. This revolutionary concept of having all suppliers “inside” the FORD Plant (and not in a traditional supplier park in the vicinity of the OEM plant) was introduced for the first time in FORD history thanks to Luc De Ferran (FORD VP) that I had the pleasure to work with. This great concept dramatically reduced transportation costs and inventory levels with all suppliers.
- Acted as Plant Manager until April 2002.
- According to FORD management, prior to my arrival, Benteler was one of the worst suppliers that could jeopardize the whole project, but by May 2002, Luc De Ferran , FORD VP responsible for the whole “Amazon” Project, and Vagner Galeote (current FORD VP of Manufacturing in South America) stated Benteler was “one of the best suppliers” that greatly contributed to the success of this pioneer project
- The BV256Successful launch led to my transfer to Benteler North America Operations reporting directly to Jeff Jaisle, VP of Sales and Engineering (currently VP at JAC products in Saleen , MI)

## LEAR CORPORATION

October 1995 to March 2001 (*6 months interruption at Team Robotica*)

### **Advanced Process Engineering Manager**, Lear SSD, Nottingham, UK - January 2000 to March 2001

*(The Nottingham Stamping and metal assembly Plant was part of the LEAR SSD Division that had several plants across Europe)*

- Improved manufacturing processes throughout the SSD European plants in England, France and Germany as required by implementing lean techniques that would reduce waste and non value added processes.
- Responsible for VA/VE and cost reduction for new projects such as Ford CD132, Jaguar X400, Ford Transit 184, Opel 4300. Potential savings worth \$ 2 million were identified , requiring investment of less than half million \$.
- Support the launch of CD132 (in Belgium) but I left the company in March 2001

### **Tooling and Equipment Manager**, LEAR ISD Division, Grugliasco, Italy - January 1998 to May 1999

- Responsible for new tooling (stamping dies) and welding/assembly automatic equipment, for front and rear seat steel frame assemblies for the FIAT 188 project (New Punto).

- Supervised Engineering department consisting of six people (stamping tooling and welding Engineers Followed up dies and welding equipment for ~30 million US \$ value .
- Generated approximately \$1.4 million profit through engineering changes on tooling and enhanced margin by lowering capital expenditures prior to launching the program.

**Quality Manager**, LEAR Metal Division, Grugliasco (Italy) - October 1996 to December 1997

- Managed Quality Department of seat frame assembly Plant (welding and stamping) supplying several different Plants to FIAT.
- Attained ISO 9001 & 9002 certification in November 1997.
- Supervised fifteen people including CMM laboratory.

**Quality Engineer**, LEAR Headquarters, Orbassano (Italy) - May 1996 to September 1996

- Key participant for implementation of Quality Manual to prepare Italian Plants for ISO 9001& 9002 certification.

**Quality Engineer**, LEAR seat JIT Plant - Belo Horizonte, MG (Brazil) - January 1996 to April 1996

- Worked on the new FIAT 178 program (Palio) at LEAR Betim seat Plant implementing APQP system
- FIAT Process evaluation achieved highest score above any other FIAT Division Plant

**Quality Engineer**, LEAR Italian Headquarters, Orbassano (Italy) - October 1995 to December 1995

- Worked on the FIAT 176 (Punto) project to develop Control Plans and PFMEA, part of APQP process.

## MILITARY SERVICE

September 1994 to September 1995

- Military Service, Carabinieri Corp - Italian Army. Honorable discharge.

## TEAM ROBOTICA

June 1999 to December 1999

*(Italian Company, Robotics and Automation Integrator that designed and manufactured automatic welding lines for BIW. Main customers were Comau, PCI, Thyssen Krupp, Kuka)*

**Program Manager-Sales Manager**, BOSI S.p.a, Beinasco (Torino-Italy) -  
Transferred to TEAM ROBOTICA Curitiba (PR- Brazil).

June 99 to December 99: -

- Managed underbody (floor assembly) Peugeot N68 project (Picasso minivan) for new Citroen/Peugeot Plant in Rezende - Rio de Janeiro.
- Sales Manager pursuing new business (welding assembly equipment for BIW) with Chrysler, Volvo and New Holland in Curitiba and Audi Volkswagen, Dana Nakata, Ford, Mercedes in Sao Paulo.
- Obtained new business contracts with Chrysler (weld and CMM fixtures for the Dodge Dakota built in Campo Largo Chrysler Plant) Volvo Trucks (engine assembly fixture) worth more than 1.5 million \$.

## EDUCATION AND TRAINING

January 1995  
October 1994  
July 1987

Certified Mechanical Engineer at Politecnico of Torino, Italy.  
Degree in Mechanical Engineering, taken at Politecnico of Torino, Italy.  
Undergraduate degree "Liceo Classico"V. Alfieri" of Torino, Italy.

## LANGUAGES

Italian, spoken and written:	Native fluency
English, spoken and written:	Excellent
Portuguese, spoken and written:	Excellent
Spanish, spoken and written:	Good understanding and verbal communication.