TOOLTECH 2019 SPEAKER BIOS

John M. Waraniak
Vice President of Vehicle Technology
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John Waraniak has been in the aerospace, automotive, racing and performance industries for over 25 years with rich systems engineering experience, innovative technology insights and frontline lessons for competing and winning in today's Automotive 4.0 transformation.
John has been Vice President of Vehicle Technology at the Specialty Equipment Market Association (SEMA) since May 2006. In this role, he helps leading automotive and performance aftermarket companies integrate their products with the latest advanced vehicle technologies and capitalize on new business and product development opportunities. He is an acknowledged leader and advocate for automaker-aftermarket-technology innovation and collaboration for advancing safety performance, connected, assisted and automated driving, new mobility solutions, generative design and systems engineering management.
He is currently a director of the Carroll A. Campbell Jr., Graduate Engineering Center Industrial Advisory Board at Clemson University, as well as an advisor and mentor at Techstars Mobility in Detroit and a founding member of the SAE Connect2Car Executive Leadership Committee. He has held executive management positions with global and entrepreneurial companies, including TATA Motors, Johnson Controls, General Motors, Hughes Aircraft, Northrop and No Fear.
Waraniak earned a bachelor's degree in mechanical engineering from the University of Michigan. He has a master's degree in mechanical and industrial engineering from the University of Illinois and a master's degree in engineering management from West Coast University. He also graduated from the California Institute of Technology's Executive Engineering Management Program. Born and raised in the Motor City of Detroit, Michigan, Waraniak is an avid auto industry, mountain bike and motocross enthusiast. He lives in West Bloomfield, Michigan with his wife Terri and has two sons, Scott and Jeff.

Jeff DeGraff
Clinical Professor of Business Administration
University of Michigan's Ross School of Business

Jeff's teaching, research and writing focuses on leading innovation and creativity. He is co-author of several books including Creativity at Work, Leading Innovation and Competing Values Leadership. His PBS program Innovation You introduces his ideas about innovation to viewers across America. He writes a syndicated column for Fortune, Psychology Today and the Huffington Post. He has consulted with hundreds of the world's most prominent firms and has developed a broad array of widely used creativity and innovation methodologies and tools. Dr. DeGraff founded a leading innovation institute, Innovatrium (www.innovatrium.org), with labs in Ann Arbor and Atlanta.

Evan Hirsh
Evan Hirsh is an advisor to executives in the automotive and industrials industries for Strategy&, PwC's strategy consulting group. Based in Chicago, he is a principal with PwC U.S. He serves clients on major business improvement programs and growth strategy. Mr. Hirsh has over twenty years of global consulting experience.
He has a particular focus in sales, marketing and distribution channels. He has co-authored a book and several articles on these topics.
Prior to joining Strategy&, Mr. Hirsh spent five years at Intel Corporation. Mr. Hirsh received both his MBA degree with distinction and an MS degree in operations research from Cornell University. He holds a BS degree in mathematics with honors from the University of North Carolina in Chapel Hill.

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Chris H. Gardner, MAAP
Senior Vice President, Operations
Automotive Aftermarket Suppliers Association (AASA)

Gardner is part of AASA's senior leadership, manages staff operations and directs technology initiatives for members. He provides executive leadership for the AASA Technology Council, Mobility Technology Council, Intellectual Property Council and the AASA Technology Conference, which is the leading technology event in the North American Automotive Aftermarket industry.
He also provides executive oversight over AAPEX for AASA.
Gardner has more than 30 years of experience in the automotive industry, has received two automotive component patents, and has written dozens of articles and white papers on various automotive materials and processes.
He has been with the MEMA/AASA organization for 20 years.
Gardner has a B.S. degree from North Carolina State University and Masters in Automotive Aftermarket Professional from Northwood University's University of the Aftermarket. He received the Northwood University Automotive Aftermarket Management Education Award. He is a Lifetime Trustee with and serves on the board of the University of the Aftermarket Foundation.

Al Haberstroh is a partner and Chief Strategy Officer at MontAd Media, a data marketing company serving the auto aftermarket. He has over 25 years experience driving business for companies in the retail, manufacturing, and service industries.
In his career Al has developed numerous innovative, revenue driving solutions for marketers of all sizes. He was an early adapter of content and database marketing and was instrumental in the development of two new proprietary marketing tools for the aftermarket; Shop Reach 360 and Audience ID.
MontAd Media is the agency for the successful Know Your Parts Campaign developed for the AASA. Al and his team developed and manage the Know Your Parts website, http://www.knowyourparts.com/ which gets around 150,000 visits a month from repair professionals and high-value DIY consumers.
Al is a frequent speaker and presenter at marketing and aftermarket events and is a former President of The Automotive Communications Council.