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Print Form

City of Birmingham
A Walkable Community

APPLICATION FOR CITY BOARD OR COMMISSION

(Please print clearly)

Board/Commission of Interest: PRINCIPAL SHOPPING DISTRICT

Position of Interest: BOARD MEMBER

Name: STEVEN SYZDEK

Address: 600 PINE VALLEY WAY, BI. HILLS, MI 48302

Business: BOCONCEPT, 670 S. OLD WOODWARD AVE, BIRMINGHAM, MI 48009

Phone: 248-252-6958

E-mail: STEVEN@BOCONCEPTBIRMINGHAM-MI.COM

Length of Residence: 3+ YEARS

Occupation: OWNER - BOCONCEPT

Reason for interest: CURRENTLY ACTIVE WITH PSD AND BUSINESS COMMUNITY. FEEL THAT I CAN BE A VOICE ON SOUTH OLD WOODWARD AND DEVELOPMENT INITIATIVES.

Related Employment Experience (Please indicate dates)

A.

B. (RESUME ATTACHED)

C.

Education: BSME - PURDUE UNIVERSITY

Past Experience or Other Relevant Information (City Boards, Churches, Civic or Community Groups, Memberships, Associations, etc. Attach resume or additional page if necessary):

- CURRENTLY SIT ON BOARD FOR OVERBROOK SUBDIVISION
- VARIOUS CORPORATE ADVISORY BOARDS
- YOUTH CATHOLIC ORGANIZATION (CYO) - TREASURER

To the best of your knowledge, do you or a member of your immediate family have any direct financial or business relationships with any supplier, service provider or contractor of the City of Birmingham from which you or they derive direct compensation or financial benefit? If yes, please explain: NO

Are you an elector in the City of Birmingham? NO

Signature of Applicant

Date: 11/13/2014

NOTE: All members of boards and commissions are subject to the provisions of City of Birmingham City Code Chapter 2, Article IX, Ethics and the filing of the Affidavit and Disclosure Statement. Questions regarding this may be directed to the city clerk - 248.530.1880.

Steven J. Syzdek

600 Pine Valley Way
Bloomfield Hills, Michigan 48302

Mobile: 248-252-6958 E-mail: steven.syzdek@stoneridge.com

Senior Level Executive
Business Development, Sales/Marketing & Multi-national Operations

Over 27 years of automotive experience in engineering, purchasing, business development, operations, sales/marketing and aftermarket with an emphasis on international market expansion (Includes 12 years of expatriate assignments in Poland, Germany, Hong Kong, Malaysia and China). Demonstrated broad-based experience in:

- P&L Management
- Greenfield Manufacturing Operations
- Strategic Sales and Business Development
- Purchasing
- Asia Pacific Legal Incorporation
- Market Entry Strategy & Planning
- Aftermarket and Distribution
- Recruitment & Training

PROFESSIONAL EXPERIENCE

Stoneridge Incorporated, Warren, Ohio, USA **August 2000 to Present**
Stoneridge, Inc., NYSE: SRI, Stoneridge, Inc. engages in the design and manufacture of engineered electrical and electronic components, modules, and systems for the automotive, medium and heavy-duty truck, and agricultural and off-highway vehicle markets.

VICE PRESIDENT & GENERAL MANAGER – Stoneridge Asia Pacific
Suzhou, China / Novi, Michigan February 2007 to Present

Full P&L responsibility with oversight of manufacturing operations in Suzhou, sales & business development & electronics engineering design center in Shanghai. Operations include 57,000 SQF with 200 staff involved in the manufacture of 10 product lines; Sensors & Switches, Wiring, Instrument Clusters. Position reports directly to the VP of Global Sales (an officer of the company) with a matrix reporting to the CEO, CFO and Presidents of two divisions (Electronics & Control Devices).

- Positioned the business to outperform budget 3 consecutive years and achieve its first positive operating profit.
- Successfully managing multiple line transfers from multiple countries, taking revenues from $2.6M to $12M in 4 years. Grew BD pipeline and defined business in excess of $80M by 2015.
- $15M of new business closed in 2010, $16.5M in 2011 and on-pace for $20M in 2012.
- Established an Electronic Design Center in Shanghai (Q1-10) and led hiring of key leaders to support strategic initiative to design and manufacture instrument clusters and related electronics for the commercial vehicle and ConAg industry in China.
- Working cross functionally with divisional presidents to achieve strategic goals (Sensors, Emission Reduction Products, Electronics and Wiring).
- Chairman of the Board of China Legal Entity

DIRECTOR, International Business Development
Global Sales HQ, Novi, Michigan January 2005 to January 2007

Promoted to a newly created position to develop, implement and lead a corporate-wide initiative to expand our presence in Asia Pacific. Began efforts in Q4-03 as a special assignment from the CEO to define our strategic path, building consensus throughout Stoneridge Divisions.

- Established legal entities in Japan, China and Korea in 2005.
- Staffed a team of Business Development Sales Managers in China, Japan and Korea.
- Led initial site selection evaluation for China manufacturing operations. Attained WOFE status in 5 months.
- Grew revenues from less than $0.5M to over $7M in 3 years.
- Successfully managed, coordinated and launched a new corporate website in September 2005 (www.stoneridge.com). Task included budgeting, vendor selection, text & image creation. This project was a special assignment from our COO to replace our 1997-designed site.

VICE PRESIDENT, Marketing & Aftermarket Sales
Actuator Products Division, Boston, Massachusetts August 2000 to December 2004

Recruited by the Group VP and General Manager to direct the OEM and Aftermarket commercial activities for the Pollak Actuator Product Division's $94 million sales portfolio in the United States, Canada, Mexico, Europe and Brazil. This was a new position for the company.

- Successfully developed new OEM Powertrain, Body Systems and Chassis business valued in excess of $29 million per year in North America, Europe and Mexico for launch in 2005.
- Increased sales in from less than $200,000 to over $1.6 million in a 2-year timeframe within Aftermarket. Expanded business development and distribution channels into Mexico and Canada.
- Directed the aftermarket initiatives (pricing, policy, promotions) for 830 distributors and 17 independent sales representatives in North America, Canada and Mexico.

TRW Automotive **August 1993 to August 2000**
TRW Automotive ranks among the world's leading automotive suppliers, products include vehicle control, braking, steering, suspension, occupant systems, electronics, and engine components, fastening systems and aftermarket replacement parts and services. TRW acquired LucasVarity in 1999.

DIRECTOR, TRW Customer Development, Asia Pacific Automotive Chassis Systems
Asia Pacific Headquarters, Kuala Lumpur, Malaysia November 1998 to August 2000

Promoted from within LucasVarity after the acquisition by TRW in 1999. Lucas Industries plc. and Varity Corporation merged in 1996. Responsible for all commercial activity in Asia Pacific for the Brake and Chassis Group, accounting for $222 million in sales.

- Directed the activities of 12 Sales Managers in ASEAN, Korea, China, and Australia.
- Developed close business relationships in the region with automotive OEMs and Tier 1 accounts: Proton, GM Thailand, Ford Thailand, Beijing Jeep, Dana, Holden, MMC.
- Served as a Corporate Director for the Malaysian and Thailand legal entities.

GENERAL MANAGER, South East Asia, LucasVarity
Regional Headquarters, Kuala Lumpur, Malaysia November 1997 to October 1998

Promoted to General Manager and tasked with establishing a corporate headquarters and manufacturing base in Malaysia to support key OEM business awards. Led all activities to legally incorporate and recruit key functions.

- Cross-functionally worked to identify and purchase a 15 acre Greenfield manufacturing site to support brake production. $20 million investment.
- Negotiated and secured a $50 million p.a. chassis module award from GM Thailand.
- Identified and purchased a pre-existing manufacturing building in Rayong, Thailand to support module assembly business. $7 million investment.
- Gained government support to secure local manufacturing license in Malaysia and Thailand, 100% corporate equity in both countries.
- Established a representative sales development office in Bangkok.
- Established a sales office in Sydney, Australia to support automotive steering business.

MANAGER, BUSINESS DEVELOPMENT, LucasVarity
Asia Pacific Corporate Headquarters, Hong Kong, SAR October 1995 to October 1997

Promoted from an assignment based in Germany. Tasked to grow regional sales in ASEAN and China for foundation brakes, actuation, ABS and module systems. Within 2 years, a major contract was won in Malaysia, out-maneuvering Bosch and Conti-Teves.

- Secured a $30 million per year Anti-lock brake (ABS), foundation brake and front corner module chassis award from Proton, the first national car of Malaysia.
- Developed and executed a business plan to receive corporate funding to support a $20 million Greenfield investment.

ADDITIONAL PROFESSIONAL EXPERIENCE

SUPPLY SPECIALIST, Kelsey-Hayes, Wiesbaden, Germany 5/94 to 9/95
- ABS components, ECU, Motor and rubber parts

ENGINEERING, MARKETING and COMMERCIAL LIAISON, Kelsey-Hayes 8/93 to 4/94
- Body Systems, Sensors, Vehicle Safety & Security

BUSINESS OWNER, Poltron Corporation, Warsaw, Poland 6/89 to 5/93
- Bearings, Import / Export.

PRODUCT ENGINEER, Ford Motor Company, Dearborn, Michigan 7/86 to 5/89
- Electronics Division; Audio Products, D.C. Motors.

PRODUCT ENGINEER, Chrysler Corporation, Indianapolis, Indiana 4/84 to 6/86
- Manufacturing Facility; Wiper motors, Alternators, Starters.

EDUCATION

Purdue University, Bachelor of Science - Mechanical Engineering & Technology – 1984

Recent Training and Certifications

Negotiate to Win – Jim Thomas	2008
Focus^3: Personal Best & Leaders Edge – Timothy Kight - Building and Leading a High Performance Organization - Exceptional Selling - Coaching for Personal Best - DISC - Four Quadrant Behavioral and Personality Model	2008/2009
NAFTA Export Compliance	2010
Incoterms	2010