

# **BIOGRAPHY**



## **Albert L. Steier**

Design Profit, Munro & Associates, Inc.

With more than 30 years of hands-on automotive vehicle systems service, manufacturing and engineering experience, Al Steier offers Munro & Associates' clients extensive expertise in the emerging principles of Lean Design® and Manufacturing.

Al consistently provides manufacturers the means of reducing costs, weight and investment with a vast knowledge of vehicle systems and integration, achieving and sustaining long-term success reducing product costs, enhancing quality, introducing new materials and processes and cutting lead time through the strategic adoption and implementation of concurrent engineering practices. Al has worked with clients such as Ingersoll-Rand, DaimlerChrysler, Bentley, Magna, Cummins, TRW, Bosch, BorgWarner and Blue Bird Corporation.

Currently Al is involved in an assessment of technologies for improving light-duty vehicle fuel economy. Recently Al presented an overview of the program status to the National Academy of Sciences in Washington DC. Al also conducted a teardown of the Toyota Prius for the EE Times. The outcome resulted in a cover story for a new publication titled Under the Hood which he coauthored. He also made presentations on six different electronic systems live on stage at the Embedded Systems Conference in San Jose.

Other projects that Al has worked on include a multi-year engine project that included benchmarking of competitors engines providing insight to new design strategies that could benefit the clients new engine program. Through the project they identified various opportunities to reduce total cost with one of them resulting in a 235 million euro savings. Al also completed a Ford engine and transmission project which resulted in 3.5 (eng) and 1.5 (trans) million savings that could be immediately implemented. This was followed by an additional 19 (eng) and 4 (trans) million savings that required additional engineering.

Prior to joining Munro & Associates, Inc., Al was an Associate at RWD Technologies assigned to DaimlerChrysler Manufacturing Technical Training Department developing and delivering courseware training on new products for plant engineering and manufacturing personnel. He was also the project leader for the vehicle systems specialist team supporting 3 manufacturing plants.

Prior to this, Al worked for Central Texas College as an automotive instructor for basic electrical and advance engine service courses. He was responsible for developing all

labs, assignments, tests and grading systems along with all associated administrative responsibilities.

Al also served in the US Army Ordinance (Automotive) Branch for 12 years, 8 of which were in Germany. His responsibilities included supervising up to 30 personnel and managing scheduled and unscheduled maintenance of over a 100 pieces of equipment including track and wheeled vehicles. His primary job description was Bradley Fighting Vehicle Mechanic.

A graduate of Central Texas College (European Branch). Al has received extensive professional training, receiving certificates for the following: US Army Training – Advance Individual Training Course (6 weeks), Primary Leadership Development Course (1 month), Basic Noncommissioned Officers Course (5 months), Advanced Noncommissioned Officers Course (3 months), M1 Tank Course (3 weeks), RWD Training – Team Leader Course, Info Vision Course, Procedure Writing Course, Performance Vision Course, and DaimlerChrysler Training – Root Cause Analysis. Al currently maintains certification as an automotive service excellence master technician, underbody specialist and advance engine service specialist.

An avid outdoorsmen enjoying snowmobiling, hunting, fishing, off roading and offshore power boating, Al recently completed a personal goal of driving his boat in all five great lakes. A native of New York, Al now resides in Lapeer, Michigan with his wife.