

BIOGRAPHY



Alistair Munro

Director of Marketing

Alistair Munro is the Director of Marketing for Munro & Associates, Inc., operating out of Toronto and Windsor, Ontario.

No stranger to international business, Alistair has spoken/presented and/or worked in the UK, France, U.A.E, China, Australia, and across Canada. His broad background has seen him working with manufacturing companies from OEM's to Tier 3's in various manufacturing fields as well as in the financial, construction and property investment arenas. Manufacturing sectors include: automotive, aerospace, agro-food industry, medical, consumer electronics, alternative energy, and machine, tool, die, and mold industries.

Some highlights of his career have seen him working with Tier 1 Automotive Suppliers such as Ford, GM Holden, Toyota and Futuris (among others). One particular project involved the selling off of the spare parts group and consolidating multiple sites across Australia. This included a complete operations overhaul, a plant move and re-layout, line balancing and implementation of general Lean Manufacturing best practices.

Similar to this, Alistair has worked with several Midea operations across China to both improve both product design and manufacturing facilities.

Alistair's skills were also applied in a benchmarking study carried out for Agriculture and Agri-Food Canada (AAFC) to improve the efficiency and plant layout of the participating companies in the study.

Alistair Munro was also involved in the Windsor Essex Economic Development Commission's Capabilities Study of 2008, which documented the technical capabilities and capacities of local MTDM factories in the Windsor Essex region. He also participated in the MTDM Diversification Study which outlined the need for local MTDM shops to diversify from Automotive into Aerospace and Defense. This included other non-linear sectors with various opportunities proposed and outlined.

Alistair continued to support several MTDM (Machine, Tool Die and Mold) companies in southwestern Ontario. This included a pilot project with the Windsor Essex Economic Development Commission (WEEDC) funded by the Ministry of Economic Development and Trade's "Communities in Transition" grant. This grant helped turn around companies in the MTDM sector after the economic

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crash of 2008 through lean efficiencies, productivity improvements and Lean Design® strategies. Companies that participated in this grant found on average a 15% to 30% reduction in cost through implementation of lean methodologies and tools.

Other government grant administration experiences have come through CME's SMART Program, Ives Landry Foundation Grant, and the NRC IRAP grant. Alistair has worked with the Canadian Association of Mold Makers (CAMM) and the Canadian Tooling & Machining Association (CTMA). He also participated in the WEEDC, "The Future is Here" 2008 Mold Making Trade Show, which was the largest show of its kind in the region.

Alistair has spoken, presented, and been involved with the Ontario Aerospace Council (OAC). Various projects and conventions included the Paris Airshow, Farnborough Airshow, Aero Montreal, DTAPP (Digital Technology Adoption Pilot Program), Natural Resources Canada (NRCan) "Dollars to \$ense Workshop", and "Raytheon/Munro & Associates Lean Design and Benchmarking Workshop" at the OAC's Annual General Meeting.

A prolific writer, Alistair is the current editor and main content contributor to the "Munro Report" (Munro & Associates' newsletter), but most notably has been published in "Today's Energy Solutions", "MD+DI" (Medical Device and Diagnostic Industries Magazine), "Canadian Manufacturing", "Aerospace Manufacturing and Design", "American Manufacturing", "Defense Electronics", "Design News", and the Society of Manufacturing Engineers (SME) "Manufacturing Engineering Magazine". Alistair has also has been written about in the Windsor Star and has appeared as a guest on CKLW AM 800's "Experts On Call".

Alistair was also the chief P.R. coordinator and was instrumental in getting Munro published in esteemed publications such as "Forbes", "The Wall Street Journal", "Bloomberg", and 73 other notable publications.

In the field of property investment and construction, Alistair tackled projects ranging from the average single family home to various sized residential rental properties, commercial structures and high end residential properties.

In the financial field, Alistair was the recipient of the Apex Scholarship from Investors Group Canada, in 2007.

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