

BIOGRAPHY



Cory Steuben (BSME)

President

Cory Steuben leads Munro & Associates' corporate strategy as President. He spearheaded the impressive 112% year over year growth of the company in 2021. Cory successfully navigated the 2020 global pandemic by pivoting to new online dissemination methods and securing two \$1.3M PPP loans to enable Munro's continued operation. Cory created "Munro Live" with corresponding YouTube channel as a new revenue source and means to distribute 260 technical videos to 193 countries. In two years, the channel has logged 498 million impressions and 5.1 million hours of actual watch time while attracting 281,632 new subscribers, top 1% channel globally.

Cory Steuben is one of Munro's most experienced engineers that consistently received positive results with Tier 1 and OEM automotive companies. He has a proven track record conducting internal Product and Process Integration (PPIW) reviews, Digital Scroll Builds (DSB), Weight Benchmarking (WB), and Competitive Vehicle Analysis Reports (CVA). During the PPIW and DSB activities, Cory engages a multi-disciplined array of stakeholders throughout his clients' organization. He builds trust amongst the product and process teams and delivers results by optimizing the design with diverse input from the stakeholder team.

Cory has conducted several high-profile technological investigations for OEM's. These investigations include high voltage electronics, vehicle architecture, powertrain integration, aerospace manufacturing, hybrid technologies, seat systems, electronic park brake systems, and many more. Cory engages in multiple speaking engagements per year as a technical expert in many automotive fields.

Cory has accumulated a broad knowledge base in several manufacturing disciplines and is a frequent speaker at various large shows and venues. The confidence in the results produced by Cory Steuben and his teams have allowed Munro to stabilize and grow. Stewardship of the client-customer relationship is a top priority for Cory. Projects led by Cory have consistently resulted in satisfied customers with a clear return on their investment.

Cory earned a Bachelor of Science in Mechanical Engineering in December 2010 from Kettering University in Flint, Michigan.

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