



Jason Bonin - *BBK Southfield*

Jason brings to BBK clients his skills in restructuring existing resources to maximize overall profitability and create new business opportunities. He has extensive experience in strategic innovation, product design, business development and operations management.

Professional Experience

Prior to joining BBK, while working as an independent consultant, Jason advised clients on advanced technology development, smooth product launches and sustainable lean operations.

At Decoma, Jason was the Director of Engineering and Program Management. He was responsible for all NAFTA product research, design engineering, and program management activities. Jason developed a "Core Team" strategy and lead the restructuring of engineering, quality and program management resources to streamline new product launch activities. He implemented financial modeling, control and performance risk analysis into existing baseline program management processes.

At Hella North America, a global supplier of advanced automotive lighting and electronic technologies, Jason was the Vice President of Business Development and Lighting Technology where he was responsible for the long-term profitable growth of the NAFTA lighting products business (US \$190M). He was the first manufacturing and technology executive on the ground for Hella's entry into the lighting business in the USA, and was responsible for staffing and leading the startup of a fully integrated manufacturing plant and a full service product development center. He developed and directed market acquisitions, product development and manufacturing strategies for USA and Mexico operations, resulting in 90% plant capacity utilization.

Education and Certifications

- Masters of Business Administration, The University of Western Ontario
- Bachelor's of Science in Mechanical Engineering, The University of Ottawa
- Professional Engineer, Association of Professional Engineers of Ontario

Background

- Automotive
- Automotive Aftermarket
- Chemicals, Rubber & Plastics
- Manufacturing
- Plastic Injection Molding