



Louis R. Merz - Managing Director, BBK Chicago

Lou has more than 45 years of experience within the auto industry. He began his career in the aftermarket in the early sixties and is an expert in corporate growth, acquisitions and restructuring.

He has served as Chairman of the AAIA (Automotive Aftermarket Industry Association, 2002/2003), President of the ASC (Automotive Sales Council, 2000/2001); and Charter Member of the Toyota Supplier Advisory Council.

Professional Experience

Since leaving his position as Director of Global Sales and Marketing for Delphi in 2001, Lou served as consultant to a number of corporations. He acted as President for StreetGlow, Inc., where he assumed full P & L and treasury responsibilities; he acted as special consultant to the founder on the creation of a strategic business plan, recruiting of a marketing director, advertising agency and PR agency. In another consulting engagement, he introduced Gage Marketing Services to 50 aftermarket customers, leading to new business at Dana, Federal-Mogul, Jiffy Lube and others.

Lou was initially hired as a consultant to Delphi prior to its spin-off from GM; he was asked to assess the opportunity for the Automotive Components Division to expand its role in the global aftermarket. Later, as Director of Global Sales and Marketing for Delphi Automotive Systems, he was involved in branding strategies. He recruited directors from known industry contacts, personally led regional announcements at the Equip Auto Show in Europe, Auto Expo 2000 in India, AutoMech Brazil, AIA Montreal, PAACE Automechanika in Mexico and AAPEX in Las Vegas. He directed activities which resulted in two major acquisitions in Europe, two in North America and one in South America.

Prior to Delphi, Lou was Group President of Masco-tech, Inc. This \$1.7 billion manufacturer of automotive components initially recruited him as a corporate officer to build an aftermarket portfolio, beginning with three companies totaling \$50 million in sales. He actively participated in the Executive Management Committee that established policy and strategic direction. At the time of sale, Masco-Tech Aftermarket consisted of seven divisions totaling \$200+ million in sales with 1,300 employees and \$150 million in assets.

In the 80s Lou was Senior Vice President of Marketing for Moog Automotive, a leading aftermarket supplier of steering and suspension products (now part of Federal Mogul). He had P & L responsibility for Moog Canada, Ltd., Moog World Trade and REMCO - as well as marketing responsibility for the parent company.

Education

- Master of Business Administration, Washington University, St. Louis
- Bachelor of Science, Industrial Engineering, Washington University, St. Louis

Background

- Automotive

Recent Speaking Engagement

- If OEMs Look So Dark, Why does Aftermarket Look So Bright?
- How To's of Aftermarket