



Independence drives us.



Ron Rossi, MAAP

Director, Market Intelligence

Ron Rossi began his career in the automotive industry in the late 1960s working part-time for an import car dealership in St. Louis, Mo. while completing his undergraduate degree in business administration from Washington University.

In the early 1970s, Rossi joined Carter Automotive and worked in several functional areas including product management, supply chain management and as manager of corporate-wide cost reduction/operations improvement department. After the company was sold to Federal-Mogul in 1985, he joined Moog Automotive as manager, marketing administration. Responsibilities included

market research, pricing administration, catalog management and team leader for the application database encompassing both undercar and underhood products. During this time, Rossi served a three-year term as chairman of the Auto Care Association Market Intelligence Committee where special emphasis was placed on industry indicators and forecasts, the results of which were first published in the 1998 *Factbook*.

Rossi joined Typortonics, a St. Louis-based typesetter and software developer in January 1999 as the director of marketing. In 2001, he joined Delphi Automotive Systems as catalog manager in Troy, Mich. His responsibilities included supervision of catalog database manager, research analysts, typesetters, printers and assisted with market research projects for the DPSS (Delphi Product and Service Solutions) division.

In his current capacity at the Auto Care Association, Rossi has championed various new initiatives including the harmonization of Lang and the Auto Care Association Channel Forecast Model, upgrade of the model, introduction of the *Digital Factbook* and the Knowledge Center, which enables online research. During this time, new relationships have been formed with Lang Marketing, BB&T Capital Markets, C3 Network, Inc., Technomic Asia and Northwood University. Several new reports have been published during his tenure, including the *Factbook and Lang Annual*, the *Vehicle Repair Cost Analysis* and the *Telematics Primer*. Two new member surveys were launched during the first quarter of 2011 including the *Monthly Business Confidence Index* and the *Quarterly Key Indicators Report*. Summary results appear regularly in *Auto CarE-news* and *Auto Care Insider*. Rossi received his AAP certificate and the Northwood University Automotive Aftermarket Management Education Award in November, 2010.