

BIOGRAPHY



MUNRO
& ASSOCIATES, INC.

Jordan P. Arocha Associate Engineer, Munro & Associates, Inc.

Jordan Arocha has been a part of the Munro & Associates team for 6 years. During this time he has brought comprehensive experience to his clients from several industries, including industrial contracting and motorsports. The industrial contracting experience broadened his knowledge base with numerous systems including commercial construction equipment, small engines and hydraulics.

While at Munro, Jordan earned his degree in automotive where he graduated with the highest honors distinction summa cum laude. Concurrently while earning his automotive degree, Jordan received various certificates for electrical systems, hybrid systems, chassis dynamics and emissions amid others. Jordan is currently working on an additional degree focused in business management. Jordan is bilingual speaking both English and Portuguese.

Jordan has been part of numerous benchmarking activities at one of Munro's automotive OEM customers for 5 of the past 6 years spent. During this time Jordan has generated reports on every major system group in automotive ranging from small compact sedans to heavy duty trucks. Jordan has also authored numerous studies outlining how competitive automotive OEM's flex vehicle architectures and accommodate multiple vehicles within a single platform. Subsequently, Jordan presented study results to executive level management on multiple occasions. Jordan also facilitated two competitive weight benchmarking projects that were part of two vehicle programs meeting their weight targets and reaching a lower EPA test weight class.

In years past at Munro, Jordan conducted an independent performance based study on heavy industrial excavating equipment. The purpose of the study was to compare fuel consumption in a controlled environment within a competitive set. The project required precise measuring of fuel and Diesel Exhaust Fluid (DEF) procedures as called for by the customer over time and hours operated. The results were presented to the client's engineering management team.

Other projects at Munro include industries such as transport refrigeration where Jordan conducted full teardowns of commercial trailer refrigeration's units and produced Design Profit® maps of the units. Subsequent to the mapping process, Jordan produced a detailed side by side analysis. The analysis highlighted areas of opportunity within the customer's unit and recommendations for overall product improvement with a focus in cost reductions.

1140 Centre Road Auburn Hills, Michigan 48326

Tel: 248-362-5110

Fax: 248-362-5117