

Keynote Address – “A Future View of Mobility”



Alexis Garcin

Chairman and President, Michelin North America, Inc.

As of June 1, 2019, Alexis Garcin is responsible for coordinating all activities of Michelin in North America, which encompasses more than \$8 billion in sales and approximately 22,500 employees across Canada and the United States.

Michelin, the leading mobility company, is working with tires, around tires and beyond tires to enable *Motion for Life*. Dedicated to enhancing its clients' mobility and sustainability, Michelin designs and distributes the most suitable tires, services and solutions for its customers' needs. Michelin provides digital services, maps and guides to help enrich trips and travels and make them unique experiences. Bringing its expertise to new markets, the company is investing in high-technology materials, 3D printing and hydrogen, to serve a wide a variety of industries—from aerospace to biotech.

Garcin joined Michelin in 2002 and has held numerous positions in France, Switzerland, Germany and now in the U.S. He began his Michelin career as sales director of the car dealer channel in France. He then worked in the passenger car division, where he held sales director positions for the European and German markets, prior to being named managing director of EUROMASTER, a wholly-owned retail network subsidiary of the Michelin Group, in Germany. From 2011 to 2017, Garcin served as Michelin's worldwide strategic marketing director for the truck and bus division and most recently led the global long-distance transportation business line.

Before joining Michelin, Garcin held several positions for BOSCH Group, including sales director for Western Europe of the powertool division.

As a leader, Garcin is guided by purpose, humility, boldness and authenticity. He prioritizes people, ensuring they always come first. He relentlessly pushes for progress by challenging the status quo, learning and applying best practices and meeting regularly with people—employees, customers, industry professionals and the community—who he finds to be a great source of inspiration.

He holds degrees from University Lumière in Lyon, France, where he earned a degree in Economical Sciences, and Saint-Etienne Business School in France, where he earned a master’s degree in Business and Management. Garcin serves on the board of the United States Tire Manufacturers Association (USTMA). Follow Alexis on [LinkedIn](#) to learn more about his thoughts on sustainable mobility, leadership and more.

Plenary Lecture – “The Road Ahead - Technology and Policy in the Tire Industry”



Tracey Norberg

Senior Vice President and General Counsel, US Tire Manufacturers Association

Tracey Norberg is Senior Vice President and General Counsel at the U.S. Tire Manufacturers Association in Washington DC. USTMA members operate manufacturing facilities in 17 states, employ nearly 100,000 workers and generate annual sales of more than \$27 billion. She is responsible for management, legal and public policy in the areas of manufacturing, transportation, product safety, antitrust, industry litigation, innovation, sustainability, and trade. She spearheaded USTMA’s policy, technical and scientific contributions to a National Academy of Sciences study on tire efficiency and defeated several congressional proposals and state bills that would have been onerous for tire industry.

Banquet Speech – “Round and Green - Engineering for Agriculture”



Dr. Nohoon Ki

Engineering Manager, John Deere

Dr. Nohoon Ki is Engineering Manager at John Deere in Cedar Falls, Iowa. His team is responsible for the engineering and implementation of wheel, track, and suspension systems on John Deere agricultural equipment. He has particular expertise in Multibody Dynamics and is the holder of 2 patents. He has 22 years of industry experience, all with Deere, since earning his Ph.D. from Purdue University.