

# PAUL MENIG

21370 Langer Farms Pkwy. Suite 142-196  
Sherwood, OR 97140  
971-222-5683 PaulMenig@BusinessAccelerants.com  
[linkedin.com/in/paulmenig/](https://www.linkedin.com/in/paulmenig/)



## SUMMARY OF BOARD QUALIFICATIONS

Passionate Board Member, Business Coach, and C-Level executive experienced in successful introduction of new, high-tech products in military, aerospace, industrial, medical, and transportation industries. Relevant skills include:

- Visioning
- Systems thinking
- Entrepreneurship
- Communications
- Innovation
- International product platforms
- Joint development/collaboration
- Mentoring
- Strategic planning
- Product development
- Influence management
- Board governance

## BOARD EXPERIENCE

- EMC SQUARED VEHICLES LLC** 1/2023 to Present  
Paid advisor to technology startup for 3-wheeled electric delivery vehicle
- VALVERIDE LLC** 2/2022 to Present  
Paid Board Advisor for technology startup focused on safe transport of freight with adjustable air suspension.
- TRANSPORTATION SAFETY EQUIPMENT INSTITUTE** 7/2019 to Present  
Executive Director of 60-year old trade association. Drive board's long range strategic plan, set agendas and run all board meetings, develop plans to reinvigorate association and grow. Responsible for all budgets and operations.
- AM EQUIPMENT** 2018 to 11/2021  
Board member and advisor for private, family-owned company. Responsible to guide turn around, develop board to take owner out of the business, participate in successions for president and head of sales/marketing/business development. Create strategic vision and plan to grow company and position for transition. Company sold.
- NATIONAL TRANSPORTATION CENTER FOUNDATION** 2016-2021  
President of board of foundation and advisor to the center. Worked with founder of both to develop and implement plans for major training center in Indianapolis, IN area with an emphasis on retraining veterans of armed services.
- IEEE TECHNOLOGY AND ENGINEERING MANAGEMENT SOCIETY OREGON SECTION** 2015-2017  
Chairman responsible to set agendas, coordinate speakers, enhance education and careers of members.
- SAE TRUCK AND BUS ELECTRICAL COMMITTEE** 2014-2016  
Chairman overseeing subcommittees developing relevant regulations and standards for transportation vehicles.
- NATIONAL ACADEMY OF SCIENCES** 2013-2020  
Member of three large committees studying and reporting on future technical approaches for clean transportation.
- QUALNETICS** 2013-2020  
Board treasurer for startup focused on using cameras to enhance the safety of motor vehicles. Developed strategic plan. Interface and sold development ideas to major vehicle OEMs for light trucks and recreational vehicles.
- CASCADE SIERRA SOLUTIONS** 2013-2014  
Board member helping facilitate deployment of newer, cleaner trucks using funding from the EPA.
- DAIMLER TRUCKS** 1994-2012  
Member of management committees for local/global development. Lead all aspects of development for electrical/electronics, brakes, and safety systems for North America. Set 10+ year development plans to meet government regulations and customer needs. Extensive interface with customers. Developed partnership agreements, influenced the long range product plans for suppliers, guided the growth of smaller suppliers. Numerous presentations to board.
- EATON** 1980-1994  
Lead development and long range planning for various products. Repositioned one business unit for electronics development versus mechanical products. Startup of businesses for home energy usage, automated visual inspection, automated products for transportation in areas of transmissions, brakes, and radar. Extensive interaction and influence of long range research at R&D lab. Various studies and presentations to full board.

## BUSINESS EXPERIENCE

### **DAIMLER TRUCKS NORTH AMERICA, Chief Engineer, Mechatronics, Portland, OR 1994 – 2012**

- Lead group of two hundred engineering personnel plus supplier base to introduce new products for electrical, electronics, brakes, and safety systems. Achieved \$2,000 savings per truck and \$500 million total.
- Applied systems engineering principals to achieve collaboration among groups in design of multiple new vehicle platforms—Century Class, Columbia, Argosy, M2, Cascadia.
- Continuous process improvement using Hardware In the Loop, 8D problem solving, 6 sigma, and lean to reduce field problems, reduce Takt time and increase production without incremental increase in headcount.
- Introduced Virtual Technician telematics to provide a record of information, immediate assessment, and message to fleet maintenance on engine and other vehicle systems.
- Pioneered adaptation of home-based power line carrier communications to the trucking industry to avoid extra \$200 power-cable connection between tractor and trailer.
- Lead industry improvements in batteries, alternators and starters as electrical key-off loads increased 200% while engines became more difficult to start with improved emissions.
- Introduced diesel electric hybrid vehicle to Coca Cola in less than 3 months and built sales of hybrids to over 500 units per year.

### **EATON CORPORATION, WI and MI**

**1980 – 1994**

#### **Manager, Truck Components, Logic Controls, Vision Products, Corporate R&D and Electrical Equipment Construction Business Units**

- Introduced automated mechanical transmissions to the North American truck market, which now account for more than 90% of all heavy-duty trucks and tractors.
- Established long range, world-wide product introduction plan for automated mechanical transmissions, accounting for technology differences around the world.
- Coordinated product development in North America, Europe and Corporate R&D.
- Introduced procedures for systems engineering, software development, and documentation of electronics.
- Rebuilt Logic Controls business to emphasize custom and standard electronic products, growing profits from 3% of sales to 12%.
- Lead engineering for Vision Products intrapreneurial business unit, making Eaton a top-10 player in this field of industrial automation.
- Established a “skunk works” to develop complex, high-speed, vision inspection equipment using parallel processing, automatically inspecting over 600 parts per minute visually.
- Won five-year study contract for nuclear submarine monitoring equipment that lead to 5-year production contract.
- For Electrical Equipment Construction Business unit, lead engineering, manufacturing, and field service for small intrapreneurial business based on time-of-use electricity measurement.

### **GENERAL ELECTRIC, NY and WI**

**1974 – 1980**

#### **Engineer, Medical Systems, Aerospace and Corporate R&D Business Units**

- Designed multi-microprocessor controlled equipment for patient monitoring equipment in hospitals.
- Set up software development procedures and microprocessor development lab. Helped develop corporate standards for software development.
- Supported military proposals and design work for vision processing using custom circuits.
- Designed detection circuits for first computer axial tomography (CAT) breast scanner.

## CONSULTING EXPERIENCE

### **TECH-I-M, LLC dba BUSINESS ACCELERANTS**

**2012 to Present**

Provide advice on strategic planning, business development, market research, legal defense, and product development to over 100 companies including large, multi-national, public corporations and smaller private companies and startups.

### **SCORE Business Mentor**

**2012 to Present**

Mentored 850 persons/companies varying in size from pre-startup to sale in all aspects of business.

## EDUCATION

**MSEE**, Marquette University, Milwaukee, WI

**BSEE**, Massachusetts Institute of Technology, Cambridge, MA

## PROFESSIONAL AFFILIATIONS

National Association of Corporate Directors

Private Directors Association

IEEE

SAE

TMC (Technology and Maintenance Council of American Trucking Associations)

Association for Corporate Growth

## PERSONAL

Awarded 6 US Patents

Awarded TMC Spark Plug for contributions to transportation

Author of numerous trade press articles, blogs, posts

Author "Accelerating Start to Finish: Align 7 Forces for Business Success"

