



WILLIAM R. POCHILUK

William R. Pochiluk, President and CEO of AutomotiveCompass LLC, is a leading automotive thought leader. He has a deep and successful background providing automotive decision support, strategy development and execution, customer relationship management, competitive intelligence and assessment, merger and acquisition support, IT solutions, and a wide range of planning and information services to the global automotive industry.

Mr. Pochiluk is well known in the global automotive industry for his pioneering work in automotive strategy, CRM, green technology, excess capacity, competitive assessment, planning and forecasting processes, global database development, strategic change, and the use of technology for knowledge management. His activities at AutomotiveCompass continue his pioneering efforts, focused on the decision support needs of vehicle manufacturers, OEM component and system suppliers, aftermarket suppliers and support organizations.

Mr. Pochiluk was the founder of AUTOFACTS, Inc., a global automotive information, planning and management consulting provider. AUTOFACTS was acquired by Coopers & Lybrand LLP. Under his direction, AUTOFACTS became a leading provider of global automotive databases, strategic studies, research reports, competitive intelligence, planning systems and consulting.

Mr. Pochiluk was a Partner in the global automotive practice of Coopers & Lybrand and the merged entity, PricewaterhouseCoopers, specializing in strategic change in the automotive industry.

Prior to forming AUTOFACTS, Mr. Pochiluk was executive vice president and general manager of Ward's Research. In addition, Mr. Pochiluk was the founder of Ward's Research. Mr. Pochiluk was vice president and senior director of consumer services for Chase Econometrics, with direct responsibility for domestic and international automotive planning and forecasting services, strategic studies and management consulting.

He has had extensive industry experience from the standpoint of both the vehicle manufacturer and the automotive supplier. Mr. Pochiluk worked for General Motors Corporation for ten years, during which time his worldwide experience in market analysis, research, forecasting and planning included passenger cars, commercial vehicles (light, medium and heavy duty trucks and coaches), components, locomotives, earthmoving and construction equipment, aftermarket parts and inventory control. In addition, he directed the development and integration of automotive component planning, forecasting and decision support systems for Magna International.

Mr. Pochiluk is a graduate of the University of Guelph (Hon. BA – Economics) and the University of Western Ontario (MA – Economics).