



JOHN WARANIAK



Vice President of Vehicle Technology Specialty Equipment Market Association (SEMA)

John Waraniak leads SEMA's advanced vehicle technology strategy, programs and initiatives. His role is to help members understand the challenges, develop solutions and capitalize on the business opportunities presented by today's complex vehicle systems and technologies.

Waraniak is a proven industry leader who has worked for automotive, motorsports, aerospace and consumer products companies for more than 20 years. With specific expertise in systems engineering and product development, Waraniak serves as the primary contact for SEMA members to reach automakers and suppliers on vehicle architecture and systems integration issues. He is also responsible for developing SEMA's technology briefings and connecting SEMA members to the benefits of OEM-Aftermarket collaboration and technology transfer. Waraniak works directly with SEMA's OE Relations Department representing the association's members and the automotive specialty-equipment industry with OEMs, industry associations and academic institutions.

Prior to joining SEMA, Waraniak held executive positions with a range of companies, including TATA Consultancy Services, Johnson Controls, General Motors, Hughes Aircraft, Northrop and No Fear. His visionary and entrepreneurial leadership skills played an integral role in helping these companies develop and implement innovative strategies for adapting best business and technology practices and achieving lean product-process development for growth and improved profitability.

Waraniak has authored numerous industry articles and reports, and is a frequent speaker on the benefits of collaborative product development, lean customization and open systems. He has co-chaired the auto industry's prestigious Management Briefing Seminars for over ten years where he has been an outspoken advocate for the specialty equipment and performance aftermarket industry with the OEM community.

Waraniak earned a bachelor's degree in mechanical engineering from the University of Michigan. He has a master's degree in mechanical and industrial engineering from the University of Illinois and a master's degree in engineering management from West Coast University. He also graduated from the California Institute of Technology's executive engineering management program.

Waraniak is an avid industry and motocross enthusiast. He resides in West Bloomfield, Michigan with his wife, Terri, and their two sons, Scott, and Jeff.