



RON ROSSI



Director, Market Research Automotive Aftermarket Industry Association (AAIA)

Ron Rossi is director, market research for AAIA, a position he has held since May 2006. Rossi began his career in the automotive industry in the late 1960s working part-time for a Volkswagen dealership in St. Louis, Mo. while completing his undergraduate degree in business administration from Washington University.

In the early 1970s, Rossi joined Carter Automotive and worked in several functional areas including product management, supply chain management and as manager of corporate-wide cost reduction/operations improvement department. After the company was sold to Federal-Mogul in 1985, he joined Moog Automotive as manager, marketing administration. Responsibilities included market research, pricing administration, catalog management and team leader for an application database encompassing both undercar and underhood products. During this time, Rossi served a three-year term as chairman of the AAIA Market Research Committee where special emphasis was placed on industry indicators and forecasts, the results of which were first published in the 1998 *Factbook*.

Rossi joined Typortronics, a St. Louis-based typesetter and software developer in January 1999 as the director of marketing. In 2001, he joined Delphi Automotive Systems as catalog manager and worked out of their offices in Troy, Michigan for five years. His responsibilities included supervision of database managers and research analysts, negotiating terms with outside suppliers and assisted with some market research projects for the newly created division known as DPSS (Delphi Product and Service Solutions).

In his current capacity at AAIA, Rossi has championed various new initiatives including the harmonization of Lang and AAIA industry forecast data, upgrade of the Channel Forecast Model, introduction of the *Digital Factbook*, and just recently completed the Digital Library enabling online research. During this time, new relationships were developed between Lang Marketing, BB&T Capital Markets, C3 Network, Inc. and Technomic Asia. Several new reports have been published during his tenure, including the *Factbook and Lang Annual*, the *Vehicle*

Repair Cost Analysis, and the *Telematics Primer*. Updates some of these new suppliers appear regularly in *AAIA SmartBrief* and *Aftermarket Insider*.