

Alan J. Taracuk

Vice President, NorthPoint

Mr. Taracuk joined NorthPoint in October of 2008. He brings with him nearly 30 years of industry experience. Mr. Taracuk has a broad background in the areas of New Product Development, process improvement and software system development. He has considerable experience in reducing the time it takes to bring a product to market, lowering the cost of the product and the development process, while creating more innovative products and processes.

After graduating from Kalamazoo College, Mr. Taracuk began his career as a design engineer with the Chrysler Corporation. In his first assignment, his team was one of the first to use Computer Aided Design (CAD) at Chrysler. This exposure unleashed what would become Mr. Taracuk's career passion, how to use computing technology and mathematical modeling to improve products, the product development process and enterprise operations. This interest led him to graduate school and subsequently completion of two graduate degrees in Computer Science and Operations Research and Statistics from Rensselaer Polytechnic Institute.

Mr. Taracuk has spent the last 25 years either as an employee or as a consultant, helping companies develop new products; improve their product development processes; and streamlining their operations. After stints with GEISCO (GE's internal consulting organization), BRS Information Technologies and Bell Northern Research, Mr. Taracuk joined Ernst & Whinney's (subsequently Ernst & Young) consulting. Mr. Taracuk was admitted to the Ernst & Young Partnership and was made a Vice President with Cap Gemini Ernst & Young (CGEY) when the consulting practice was sold.

During his years with E&Y/CGEY, Mr. Taracuk had the privilege of serving a variety of clients to address some of their most important problems. The following are some selected highlights:

- **Ford Motor Company, Project Director** - Reengineered the global vehicle development process from vehicle concept and specification through launch. The reengineered process provides 25-35% reduction in time, 30 - 40% reduction in resources and increases in quality and reliability. The new process (FPDS) has been implemented across the global organization and its supply base.
- **Boeing Commercial Aircraft Group, Project Director** - Reengineered the airplane creation process of the future that targets well over a 50% reduction in both the time and cost required to design and launch a new airplane. The results of this project to-date enabled Boeing to quickly launch its new Sonic Cruiser and 787 Programs. In addition, this project developed the next generation of methods for Product Development Process Reengineering.
- **VulcanSoft, Engagement Executive** - Developed an Advanced Engineering Environment (AEE) for an automotive body structure design firm and a Tier One automotive chassis supplier. AEE is considered the next generation of concept engineering as it enables rapid iterative design and analysis of complex systems, and

allows for optimization around a variety of cost or functional parameters. The resulting application manages engineering design rules, design sequencing and optimization while integrating traditional CAD, CAE and data management applications.

- **Fortune 50 Wireless Communications Equipment Manufacturer, Engagement Executive and Project Director** – Assisted this client in the development of their Third Generation (3G) Technology Strategy. This included scanning the competitive landscape and global marketplaces, forecasting the timing and scale of the next wave of technology and formulation of strategic alternatives to capture key positions in the global wireless market.
- **Leading Wireless Communications Equipment Manufacturer, Subject Matter Expert** – Developed a global Product Lifecycle Management strategy, including action plans to address short-term needs, long-term goals, migration issues, technology trends for both the wireless product environment and PLM software environment, business unit requirements intricacies and evolving global business models.
- **Japanese Automotive OEM, Team Leader** – CGEY developed a turn-around plan for this client. Mr. Taracuk led the team that developed the Product Development portion of the plan, which identified cost savings opportunities exceeding \$100M over a three-year period and a means to generate incremental revenue greater than \$1B over an overlapping four-year period.
- **Orthopedic Devices Manufacturer, Project Manager** - Performed a full "Competitive Benchmark" on innovation in order to increase their number of innovative products and reduce the time in getting them to market. The benchmarking process generated a "Best Practices" Model that was used to develop leading class ideation and product requirements definition processes for this client.

At the time of his departure from CGEY, Mr. Taracuk was responsible for the New Product/Service Development service line for North America. He was the point person for CGEY's relationships with software vendors in the product development/PLM space and managed the global relationship between CGEY and MatrixOne.

After CGEY, Mr. Taracuk joined Trilogy Software as a Product Manager in their Automotive Group. He was responsible for Trilogy's product offerings that directly support the Product Development process for automotive companies. As this was a relatively new product space for Trilogy, he was responsible for developing a long-term strategy, identifying, specifying and designing the next product line to be launched and expanding the footprint of the current product offerings. Products included a Product Definition and Configuration application and an Automotive Systems Engineering application. The scope of his responsibilities included business planning, product definition, and the development of implementation, pricing and sales strategies.

For the past 5 years, Mr. Taracuk has been President of Product Development Innovations LLC, his own consulting practice chartered with bringing innovation to not only his client's

offerings but also to the manner in which clients think about, design and implement improvements to their product development operations. During his years with E&Y/CGEY, Mr. Taracuk observed that due to the inherently long cycle times, infrequent transactions and distributed participation of a company's new product development process, combined with variable absorption rates of technologies, implementing change in product development is fundamentally different than in other business processes. Companies need senior staffing support and coaching longer than was typically financially viable when working with a large traditional consulting model. Working a more flexible approach and lower cost structure, Mr. Taracuk has been able to support clients in several key areas. The following are samples:

- **Global Automotive Supplier** – Acting as the Program Manager for the Global PLM initiative, Mr. Taracuk was responsible for managing the design, development and implementation of a collection of integrated product development systems. The Global PLM suite consists of a Product Data Management component to manage engineering bills of material, part classification and search, engineering change, manufacturing bills of material and digital mockup; a Program Management system to manage program timelines, deliverables, teams and prototype builds; a target costing and financial management system to set and manage program financials; a series of CAD Data Management systems to tightly manage CAD data; a Supplier Quality system to manage advanced quality planning documents; and an Early BOM tool to manage concept/ quoting phase financial and engineering bills of material. These tools support multiple design centers in North America, Europe and Asia/Pacific. This leading edge implementation supports over 10,000 users globally.
- **Global Automotive Supplier** – In this role, Mr. Taracuk Program Managed all projects and interactions related to this supplier's use of Dassault Systemes products and related bolt-on products. These include CATIA, VPM, LCA and related applications such as CAE applications from MSC and LMS. Responsibilities include defining vision for applications and usage, scoping projects, defining implementation approaches, securing executive sponsorship for projects and managing vendor relationships. Objectives of activities in scope are in support of the Lean Product Development initiative and are focused to improve engineering efficiency, process robustness and overall development productivity.
- **Global Computer Infrastructure Equipment**– As the leading global provider of infrastructure equipment (racks, uninterruptable power supplies and cooling) for large computer rooms, this client wanted to make a push into the small and medium-sized market. Distribution in this space is controlled by value-added resellers (VARs) who rely on web-based configuration tools to be able to specify and quote this complicated equipment. Acting as Program Manager for the development of these tools, Mr. Taracuk's responsibilities include gathering VAR inputs for requirements, architecting the high-level system design, laying out the roadmap of design and delivery and soliciting / coordinating vendor participation.

Mr. Taracuk views joining NorthPoint as a continuation of the journey started long ago and as a logical progression of the charter around which Product Development Innovations was formed. NorthPoint's suite of tools provides a fast objective means to assess an organization's performance, compare it to best in class and chart a prioritized course of improvement. "The goal was always to support multiple clients but for a small shop, this can often be difficult with a traditional hours-based consulting model. It is easy to get consumed by one client. With NorthPoint's asset-based model we rapidly focus on a client situation, develop a course of action and set them on their way with as much support as they need, a little to a lot. We can return periodically for mid-course corrections or license the software for them to do it themselves. In a long journey, it is easy to wander off course. "An external perspective whether it is human or an assessment tool can help keep you on the right path." Adding NorthPoint's Enterprise Marketing Risk Management suite to his arsenal excites Mr. Taracuk. "Most of my work has been focused on the Program Management, Engineering and IT support for New Product Development. Adding sophisticated tools that support the Marketing and Sales sides of New Product Development offers a powerful combination to help clients." Combining that with the new Innovation Leadership Assessment Software, (which he helped develop), allows NorthPoint to cover all aspects of the Revenue side of the improvement equation. "When it comes to improving the business, most companies and consultants think about cost reduction. We can do that but we often see a bigger upside by focusing on improving the revenue side of the business. The capabilities that NorthPoint has to help clients understand and improve revenue performance are better than anything I have seen in my 25+ years."

Mr. Taracuk lives in Plymouth, Michigan with his wife Deborah and their Golden Retriever Jackson. He is a member of the Product Development Management Association and was chairman of the 2001 PDMA International Conference. He is also a member of the Society of Automotive Engineers. He is an avid golfer. He is a lifelong football fan, playing in college and coaching at the NCAA Division III level for 10 years. He is an active supporter of the football programs at his alma maters, Kalamazoo College and Rensselaer Polytechnic Institute.