

# Lyle W. Shuey

## VP Marketing & Sales



### Contact

#### Bright Automotive, Inc

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### Experience Summary

Lyle W. Shuey – Currently Vice President of Marketing and Sales for Bright Automotive, Inc., Mr. Shuey is a seasoned business-to-business professional, operating in highly dynamic industrial environments. He has extensive background in technical research, planning, project development, customer interface, negotiations, brand and team management, and building momentum in large, complex organizations. Mr. Shuey is responsible for driving the development, sales, distribution and service of Bright Automotive products to exceed customer expectations through highly interactive voice-of-the-customer initiatives.

Since 2000, Mr. Shuey was a partner in Maybee Associates as a sales executive in the transportation field, developing major business opportunities with customers such as Caterpillar, Cummins, Navistar, Harley-Davidson, Mercury Marine, and others. He completed significant sales contracts to trucking fleets, military, university and industrial consortiums. Key customer focus areas included: engine, transmission, chassis, and fuel systems, power and energy controls, and electronics.

Mr. Shuey's efforts also included selling to original equipment manufacturers (OEMs), aftermarket, service, and distribution channels. This broad range of experience has contributed to unique insights into value propositions of most major vehicle systems and multiple sales channel strategies.

Starting in 1983, Mr. Shuey spent 17 years with Delphi Corporation, with specific project focus on engine, transmission, chassis, and power products. During his tenure with Delphi he led multiple engineering teams and implemented several multi-million dollar projects. He managed technical resources in the US, Mexico, Europe and Asia, and implemented product programs in both domestic and foreign manufacturing facilities. Mr. Shuey engineered and implemented actuators for GM's first high volume Anti-Lock Brake System (ABS). In addition, Mr. Shuey developed and implemented key branding, advertising and promotion programs for major Delphi business sectors.

Mr. Shuey holds BS and MS degrees in Mechanical Engineering from Michigan Technological University and has participated in multiple professional development programs. He holds 3 international patents and several records of invention.