



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

MONDAY 10/25/20 Workshop + VIP Dinner

2:00 - 5:00 Interactive Workshop | *Streamlining Warranty Approvals: Are You Spending More Than You Are Saving?*

Key topics include:

- Interactive mapping of your business approval challenges
- Explore technology options that are surprisingly inexpensive and adaptable to your business
- Stop dragging down technician efficiency with administrative tasks
- Get the correct business answer efficiently and without rework – Ford examples
- Develop a plan, launch, evaluate, optimize, and expand

Ford Motor Company | Dan Dobbs Warranty Analytics Strategy

6:00 - 8:30 VIP Dinner



Sponsored by: AI-Service Warranty Lifecycle Management Think Tank

- *Shark Tank Competition* → 2 pitches, 5 minutes each
- *AI in the Field Panel* → Featuring GM Dealer Chat Bot + other AI innovators

General Motors | Josh Cohen Manager Global Warranty Strategy & Operations

Aclaró AI | Jim Goldsmith VP Manufacturer Relations

TUESDAY 10/25/21 Main Summit + Networking Reception

7:30 - 8:15 Networking Continental Breakfast & Tech Expo

8:15 Opening Remarks Chairman | **MR Insights** | Mike Roberts, President

8:30 - 9:10 Case Study | *From Cost Center to Catalyst: Unlocking The Power Of Warranty Data*

Warranty data processing isn't just about reducing costs—it's about unlocking insights that drive product quality, streamline claims management, and strengthen dealer relationships. Marijo explores how high-impact analytics, paired with a clear understanding of business goals and data sources, can transform warranty management into a competitive advantage.

Kia America | Marijo Prodanic Director Warranty Ops & Tech Assistance

9:10 - 10:00 *Smarter Quality & Supplier Ecosystems*

10:00 - 10:40 Deep Dives | *Warranty Initiatives*

Nissan | Paul Rogers, Director Warranty & Compliance

Kubota | Xin Liang, Warranty Manager: *Dealer Relations & Support*

General Motors | Jacob Nelson, Electric Vehicle Warranty Specialist: *Accelerating Claim Decisioning*

1 open



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

10:40 - 11:10 Networking Break & Tech Expo

11:10 - 11:40 Case Study | *From Complexity to Confidence: Inside Cummins' Award-Winning Warranty Transformation*

What does it take to elevate warranty from a cost center to a capability that earns awards? Cummins unpacks the turning points of its multi-year journey with Synchron—why they acted, how they executed, and the cultural moves that stuck. We'll close with what's next: scaling insights, tightening feedback loops from the field, and advancing quality—without slowing the business.

Cummins | Sarah Huff Director Global Warranty Systems

Synchron | Mark Dabe Senior Vice President of Sales

11:40 - 12:10 Case Study | *Transformational Impact: Reimagining CX, Operations & Service Strategy*

- Tiered Model approaches
- Navigating vendor complexity
- Technical assistance transformation
- Elevating warranty support for measurable results

BRP | Chrystelle Lachance Former Director Global Support

12:10 - 1:00 Deep Dives | *Quality Management & Root Cause Identification Warranty Initiatives*

Magna Seating Systems | Jossey Bertolini Product Engineering Manager: *Proactive Versus Reactive Structured Approach To Warranty Reduction:*

Viaduct | David Hallac Founder & CEO: *Why 95% of POC's Fail Due to Data*

General Motors | Jose Clemente Manager GPSC Warranty Performance

1 open

1:00 - 2:00 Networking Lunch & Tech Expo

2:00 - 2:30 Research Study | *OEM-Supplier Relationship Influence On Warranty Performance*

We will discuss the results of the pre-conference survey to explore a 360-degree perspective of OEM-Supplier relationships and the impact on warranty engagement and performance. Building from the annual Plante Moran North American Automotive Working Relations Index study, we will examine how warranty and relationship satisfaction are linked, and strategies to improve industry collaboration.

Plante Moran | Angela Johnson Supplier Relations Analytics Principal



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

2:30 – 3:00 Case Study | *Decoding Warranty Terms: Rules, Regulations, and Practical Realities*

Why are most warranties “limited”? What disclosure rules shape their language? And how do digital formats align within regulatory requirements? James offers a look at the rationale behind common warranty terms—highlighting the compliance factors that influence warranty manuals and exploring how these considerations may apply across the industry. While not a legal briefing, this discussion of practical considerations will provide context and clarity for those navigating the complexities of warranty documentation.

Bridgestone | James Kiriazes Director Customer Quality Engineering

3:00 - 3:30 Networking Break & Tech Expo

3:30 - 3:50 Sponsor Track | *From Concept to Customer Impact: The AI Transformation of After-Sales Quality*

Discover how OEMs turn connected vehicle data into action—with McKinsey’s proactive quality blueprint, AWS data lakes for early issue detection, and Upstream’s AI-driven digital twins making pre-claim insights a reality.

Upstream Security | Arnon Shafir VP Business Development

AWS | Bill Foy Director of Global Automotive

McKinsey & Company | Ben Ellencweig Senior Partner

3:50-4:20 Research | *Navigating Labor Market Trends in Vehicle Service & Warranty*

In this session, Daniel will delve into the current state of the U.S. labor market, emphasizing trends that directly impact the vehicle service and warranty sectors. Drawing from Indeed's extensive data, he will provide insights into labor

supply and demand, wage dynamics, and workforce challenges specific to this industry.

Indeed | Daniel Culbertson, Senior Economist

4:20 - 5:30 Leadership Roundtables + Feedback Summary

Hosts: **Kia: Service & Labor Time Developments** | **Magna Seating Systems: Fostering Ownership and Accountability to Elevate Team Performance** | **Travers Automotive & RV Group: Holding Tech Partners Accountable**

8 Topics Open: **OTA Updates & Maintenance** | **Vision to IT Reality** | **AI: Warranty Adjudication** | **Quality Decline Drivers** | **Suspect Claim Detection** | **Route Cause/Parts Return** | **Resolving Cost Recovery Disputes** | **Field Quality Collection, Reporting, Addressing**

5:30 Day 1 Closing Remarks

5:30 - 6:30 Networking Reception

7:00 Dine-arounds Hosted By Sponsors - *Reservations Required*




VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

WEDNESDAY 10/25/22 Main Summit AM + Roundtables PM

7:30 - 8:30 Networking Continental Breakfast & Tech Expo

7:30 - 8:30  **AI-SWLM** AI-Service Warranty Lifecycle Management Think Tank Meetup
Now's your chance to dive into the five practical AI use cases—join the session and see them in action
AI-Powered Claims Assistance for Technical & Dealer Contact Centers | **Circuitry.ai**
Reinventing Claims Adjudication with AI: Accelerate Decisions. Cut Costs. Boost Satisfaction | **Sd-ize**
Smarter Maintenance and Claims Management with Generative AI | **SAS**
Early Warning Scout: Detect Early. Act Faster. Fail Never | **Tavant**
AI-Driven Digital Signatures for 12V Battery Diagnostics | **Upstream Security**

8:30 Opening Remarks Chairman | **MR Insights** | Mike Roberts, President

8:35 - 9:00 Thought Leadership | *The AI Revolution In Automotive IT: From Buzzword To Breakthrough*
The automotive aftermarket is entering a new era where AI is no longer optional—it's transformational. Success won't go to the biggest players, but to those who understand workflows, interpret complex data, and listen to the voice of the technician. This session explores how AI can be applied meaningfully to elevate operations, improve efficiency, and drive real impact beyond the hype.
CartecIQ | Dean Ricciardulli CEO

9:00 - 9:30 Panel | *Building the Future Now for AI in the Warranty Lifecycle: Foundational Building Blocks, Focus Areas, and Use-Case Priorities*
Hear from industry leaders as they break down the core building blocks fueling AI journeys, show how to cut through the noise to focus on what matters, and spotlight the bold, high-impact use cases to help future-proof your warranty operations.
Bridgestone | James Kiriazes Director Customer Quality Engineering
Circuitry.ai | Ted Danner Sr. Director Automotive Warranty & Service Contract AI Solutions
2 open

9:30 - 10:00 Case Study | *Dealer & Field Service Excellence – Equipping Teams With Real-Time Support Tools To Optimize Parts, Service & Warranty*
Tavant & Client

10:00 - 10:30 Networking Break/Tech Expo



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

10:30-11:15 Sponsor Track | *Next-Gen Warranty – Powered By Connected Tech*

Ford Motor Company | Jennifer Jones Global Lifetime Warranty Chief

Truepic | Craig Stack Founder & CEO *Smarter, Faster Claims for TPAs and OEMs*

DSA Daten | Christoph Schneider

PTC Warranty

11:15-11:45 Case Study | *Maximizing Customer Lifetime Value Using Feedback and Reputation Management*

LaFontaine Automotive Group | Max Muncey, Corporate Director

Reputation | John Gottschalk, Head of Automotive

11:45-12:30 Panel | *Bridging Silos: Data Flow From Factory To Field*

This session will explore how OEMs, suppliers, and fleets are co-developing shared data ecosystems to eliminate blind spots and reduce friction across the vehicle lifecycle. Explore how the integration of service data, warranty signals, and part failure trends is improving diagnostics, design feedback, and customer experience.

Workhorse | Renee Stephens Director Field Service & Analytics

Torc | Walter Grigg Director of Industry Partnerships

Robert Bosch | Steffen Zacharias Director of Business Development

Freudenberg e-Power Systems | Rajib Bora VP Field Services

Torc | Walter Grigg Director of Industry Partnerships

Travers Automotive & RV Group | Steve Schmith Dir of Strategy & Marketing & Founder & Host: Inside CVC Podcast

12:30-1:00 Research + Interactive Discussion | *Exploring New Impacts On Claims And Warranty*

Warranty Week will present its 2025 Global Auto Warranty Report, covering claims, accruals, reserves, average costs per vehicle, and regional market shares worldwide. A discussion will follow on emerging factors shaping claims and accruals, including emission regulations, BEV vs. ICE, and rising replacement part costs.

Warranty Week | Eric Arnum Publisher

1:00 - 2:00 Networking Lunch & Tech Expo

2:00 - 4:15 Recall, Customer Campaigns & Legal Roundtable (see page 6)

2:00 - 4:15 Technical Services & Diagnostics Roundtable (see page 7)

4:15 Roundtable Closing Remarks and Summit End



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

WEDNESDAY 10/25/22 Track 1

Recall, Customer Campaigns & Legal Roundtable

Chairman | **Travers Automotive & RV Group** |
Steve Schmith Dir of Strategy & Marketing Travers
& Founder & Host: Inside CVC Podcast

2:00 - 2:30 Panel | *Vehicle Reacquisition: Update on California AB1755*

With the recent passage of California's AB1755, vehicle manufacturers face new requirements around vehicle reacquisitions. This session provides a clear overview of the legislation and its supplemental bill (26), the latest status updates, and practical insights. Learn what's changed, what's coming, and the lessons learned so far—including common pitfalls to avoid.

Shook, Hardy & Bacon | Karyn Ihara, Senior Counsel

Sedgwick | Wayne Mitchell Global Vice President Automotive Solutions

2:30 – 3:00 Thought Leadership | *Emerging Trends In Warranty & Recall*

Warranty and recall management is now central to business strategy, influencing everything from supply chain consolidation to consumer trust. In this session, Ray will explore:

- Due Diligence in Consolidation: Why warranty and recall performance is critical in M&A decisions
- Centralized Computing Risks: How integration of control units raises new recall challenges

- In-Vehicle Notifications: Using connected systems to increase awareness and recall completion
- AI-Driven Detection & Management: Leveraging data intelligence to identify risks earlier and respond more effectively

Stout | Ray Roth Director Disputes, Claims & Investigations

3:00 – 3:30 Panel | *Telematics & Customer Data Compliance: Navigating Privacy in Customer-Centric Recall and Service Strategies*

Sedgwick | Wayne Mitchell Global Vice President Automotive Solutions

Workhorse | Renee Stephens Director Field Service & Analytics

3:30 - 4:15 Panel | *Equipping The Front Line For A Digital Future*

As AI, diagnostics, and electrification transform service, the technician workforce must evolve. This session explores how industry leaders tackle technician shortages and upskilling through AR/VR, digital repair tools, and AI-powered diagnostics.

Northwood University | James O'Dell, Director of Corporate Education | University of the Aftermarket

Kubota | Xin Liang, Warranty Manager
2 open

4:15 Roundtable Closing Remarks and Summit End



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

WEDNESDAY 102522 Track 2

Technical & Field Services Roundtable

Chairman | **MR Insights** | Mike Roberts, President

2:00 - 2:30 *Accurately Diagnosing EV 12V Batteries: Supporting Warranty Control, Reliability, and Service Efficiency*

At the heart of every electric vehicle is a small but critical component: the 12V battery. Yet, if overlooked, this system can be a leading cause of service challenges, warranty claims, and customer dissatisfaction.

In this joint session, they will reveal the two core problems OEMs and service providers face with 12V battery diagnostics—and demonstrate how Midtronics' groundbreaking SafetyPower Diagnostics technology is transforming service practices, warranty outcomes, and EV performance.

General Motors | Joshua Shuck, Special Tools & Dealer Equipment Manager

Midtronics | Joshua Linton, EV Platform Manager

2:30 - 3:00 *Hyundai's Preemptive Tech Support Strategy*

- Tackling volume challenges with smarter support models
- Strengthening dealer confidence through proactive training
- Building a sustainable pipeline with recruiting & career pathing

Hyundai | Jeff Ellis Senior Group Manager Dealer Tech Support

Advantage Technical | Laura Kelly Director Customer Solutions

3:00 – 3:30 Deep Dives | *Advancing Warranty Management Through Smarter Service Delivery*

- Telematics in Diagnostics & Claims: Leveraging real-time data to guide repairs, validate usage, and streamline claim processing
- Mobile Service Expansion
- Optimizing Technical Publication: Enhancing accuracy, accessibility, and usability of service information to support technicians and improve repair outcomes

UVeye

3:30 - 4:15 Panel | *Equipping The Front Line For A Digital Future*

As AI, diagnostics, and electrification transform service, the technician workforce must evolve. This session explores how industry leaders are tackling technician shortages and upskilling through AR/VR, digital repair tools, and AI-powered diagnostics.

Northwood University | James O'Dell, Director of Corporate Education | University of the Aftermarket

Kubota | Xin Liang, Warranty Manager
2 open

4:15 Roundtable Closing Remarks and Summit End



VEHICLE SERVICE & WARRANTY LIFECYCLE SUMMIT SERIES

Analytics, Data, and Service: Fueling A Smarter Customer-First World

MAPconnected is redefining Warranty, Aftersales & Aftercare collaboration—are you on board?

“MAPConnected is a great network to keep the pulse on the Automotive Warranty world.”
– Warranty Performance Manager, General Motors

Why do Hyundai, Cummins, Kubota & Bridgestone keep coming back to MyWarrantyNetwork? Because it's more than networking—it's shared problem-solving at scale.

👉 Start with our Just Looking Free Trial and see why MyWarrantyNetwork is where the industry connects.

Join today: mapconnected.com/join-mywarrantynetwork

Reach out for more info: Pam Walter, Founder pwalter@mapconnected.com or 609.216.6998