

Curriculum Vitae

Scott Moorman, MEng, MBA

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Summary of Expertise

28 years of experience in mechanical engineering working as a product engineer, developer, trainer, and communicator in the automotive, hydraulic and truck accessory industries. 17 years designing, developing, launching, and managing the SnowDogg snowplow product line while overseeing and developing a wide range of towing, lighting, and snow and ice removal truck accessories. Experience includes depositions and trial testimony in multiple liability and patent issues. Responsible for pursuit of corporate patents, and current holder of 4 active patents with 3 pending.

Areas of expertise include:

- Snowplows and related mechanical, hydraulic and electrical systems
- Salt Spreaders and related mechanical, hydraulic and electrical systems
- Truck Towing Products – Pintle Hooks, Couplers, Hitch Balls and relevant SAE standards
- Truck Accessory Design and Mounting
- Dealer Training and Technical Communication
- Product Development, Engineering and Lifecycle Management

Employment

Buyers Products Company

Mentor, OH

Director of Snow and Ice Products, 2020-Present

Director of Engineering, 2007-2020

Project Manager – SnowDogg Plows, 2005-2007

- Responsible for appearances as corporate representative, fact witness, and expert in multiple depositions and trials in product liability and patent cases involving snow and ice equipment and towing products.
- Developed “Dogg Training” product dealer training material sessions to communicate technical information and installation best practices from 2008-present.
- Presented at multiple training sessions, dealer updates, and press conferences.
- Developed internal whitepapers, reports, best practices and standards for engineering and product development processes and engineering department grew from 6 staff members to 15.

- Utilized Dealer Roundtables and End user Focus Groups on a regular basis to get multi-level feedback.
- Developed, designed, launched, and managed the continuous expansion of the SnowDogg snowplow product line including all hydraulic, electrical, and mechanical subsystems and vendor vetting and selection.
- Managed all other snow and ice products including Saltdogg salt spreaders and ScoopDogg pushers
- Directly oversaw the development and design of a wide range of engineered truck accessory products including towing products, toolboxes, lighting accessories and hydraulic systems.

Superior Controls

Plymouth, MI

Project Manager, 2003-2005

- Managed the development, construction and installation of numerous test stands for Ford, GM and tier one automotive suppliers.

Integrated Technologies, Inc.

Mentor, OH

Principal Engineer, 1997-2003

- Developed, designed, and oversaw production of hydraulic integrated circuits and manifolds.
- Generated and implemented ISO-9000 compliant process maps and procedures as part of quality system development.

General Motors Powertrain Division

Romulus, MI

Noise and Vibration Test Engineer 1995-1997

Durability Test Engineer, 1994-1995

- Responsible for the development and analysis of acoustical studies of GM and competitive products in the largest semi-anechoic powertrain test chamber in North America (1997). Also responsible for wide range of product development activities targeted at noise and vibration improvements.
- Responsible for all gear system durability component and subsystem test activities at the GM Gear Center. The Gear Center performs all gear system component durability testing for GM.
- Developed DCAP (Duty Cycle Analysis Package) software to aid in customer duty cycle analysis and utilization in a statistically correlated bench to field testing.

Education

Master of Business Administration, 2020

Lake Erie College

Master of Engineering, 2002

Case Western Reserve University

Weatherhead School of Management/School of Engineering

Bachelor of Science in Mechanical Engineering, 1994

The Ohio State University

Patents

Quick Mounting Accessory for a Truck	US10532687
Quick Mounting Accessory for a Truck	US9656586
Locking Mechanism for Mounting a Plow to a Vehicle	US7562718
Snow Plow Assembly With Floating A-Frame	US10801172
Snowplow Mounting assembly	<i>Pending</i> US20200283977

Certifications and Continuing Education

Lean Product Development Certificate, 2016 **University of Michigan**
College of Engineering/Integrative Systems and Design

Technical Management Institute, October 2011 **Purdue University**
College of Engineering/Krannert School of Management

Analyzing/Presenting Data/Information, 2018
Edward Tufte

Speaking/Presentations

Snow & Ice Equipment Troubleshooting. Michigan Snow and Ice Expo. September 2021

Equipment Operation and Maintenance. SIMA Field Operations Workshop. June 2021

SnowDogg Training . Buyers Products Company *Annual dealer technical and sales training at multiple locations and dates*

SnowDogg Dealer Update – 2015 - present
Bi-Annual strategic update for equipment dealers

National Truck Equippers Association Work Truck Show Dealer Roundtable – 2009-present
Dealer Roundtable

GM Research Convocation Honors – 1996
4L80 Ring Gear Durability Assessment

Publications

Moorman, Scott (2014). *Build an Iron-Clad Plan.* Snow Business Magazine, September 2014.

Affiliations

NTEA - National Truck Equippers Association

SC EMC – NTEA Snow Control Equipment Manufacturers Committee - *Former Chair*

SIMA – Snow and Ice Manufacturers Association

ASCA – Accredited Snow and Ice Contractors Association

SAE – Society of Automotive Engineers

ASTM International

[Impact/Media](#)

Freeze, Michael (2019). *In snow, the Future is Electric*. Snow and Ice Management Association

Green Industry Pros (2021). *V-Plows are Helping Contractors Get Better Control of the Snow and Their Costs*