



MAINTENANCE & TECHNOLOGY COUNCIL

ATA Annual Conference - MTC Meeting Minutes

Wednesday, May 18, 2016 at 9:15 AM

Little Rock Marriott – Salon AB

Little Rock, AR

CONNECTED SOLUTIONS & UPTIME

MODERATOR:

Duke Fancher, Vice President of Service, Summit Truck Group

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PANELISTS:

John Gislason – Product Support Engineer, International Truck & Engine

John Gislason is a Product Support Engineer in the Southwest Region at International Truck and Engine, where he provides engineering and best practices support to dealers at the OEM level. He has extensive experience and education with vehicle and equipment maintenance. He is an author of preventative maintenance curriculum for a higher education publication. Gislason has worked for International for 10 years and has spent over 26 years in the industry. He is also a member of the Society of Automotive Engineers.

John Gislason, Product Support Engineer, International Truck & Engine

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Luke George, Account Executive – National Accounts, Cummins Inc.

Luke has been with Cummins for 22 years where his work spans three primary areas, Service Engineering, Parts and Distribution. He has been managing National Accounts for the last six years, many of which are in the Central region. Starting out as a Product Manager in the Electronic Tools group he was part of the team that developed INSITE, the primary electronic diagnostics tool for Cummins engines. He later implemented Rapid Problem Solving (RPS) at Cummins as a process to define, analyze and find resolution to critical engine issues. Luke's work in the Distribution group was aimed at lowering the cost base and introducing measures to increase productivity in the distributor channel. Managing the Global parts business took him to Asia/Pacific, China and India. Prior to Cummins, Luke worked at IBM in Marketing and National City Corp in the Corporate Finance group. He has his Bachelor of Science (Hons) degree from the University of Delhi and Master's in Business Administration from Bellarmine University, Louisville, Kentucky.

Luke lives in Columbus, Indiana, with his wife, Soma and their son, Christopher (18) and daughter, Leah (12).

P. L. (Luke) George, Account Executive – National Accounts, Cummins Inc.

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Brett Graves, Detroit Technical Sales, Daimler

Graduated from the University of Arkansas with a degree in Finance

11 years with Ryder

7 years with a dealer (Lonestar Truck Group)

3 + years with DTNA as a Detroit Technical Sales Rep

Brett Graves, Detroit Technical Sales

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Bruce Croker, Assistant Director, Field Service, Peterbilt Motors Company

Bruce Croker is the Assistant Director of Field Service for Peterbilt Motors Company and has responsibility for the National Accounts team in addition to being the business lead for Peterbilt's connected truck and connected dealership platforms. Bruce has been with Paccar for over 20 years, including having significant leadership roles in product development and operations management. After earned his undergraduate degree in mechanical engineering at the University of Texas at Austin and being a licensed professional engineer, he also recently completed his MBA studies at Southern Methodist University, graduating at the top of his class.

Bruce Croker, P.E., Assistant Director, Field Service

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