

Steven Schondorf

18451 Blue Heron Dr E, Northville, MI 48168 (313) 461-2395 <https://ADAS-Advisors.com/> Steven@ADAS-Advisors.com

Summary

Excellence. Integrity. Transparency. That is my mantra in all things.

Master Problem Solver, ADAS Chief Engineer and Experienced Automotive Executive will help you advance your business.

My current focus is on the following roles:

Evaluate nascent business opportunities as an ADAS subject matter expert.

Coach executives about how to deliver ADAS at scale and meet customer expectations.

Serve as an Expert Witness in the ADAS domain.

Act as a Drop-in Chief Engineer for teams who don't need a full-time person in that role.

Serve on Boards of Directors.

Support Go to Market strategy development.

Advise senior leaders on what it takes to get a new product from development to production.

Incubate startup or new internal operations that are still growing their team.

Skills

Simplify Complexity, Innovate, Evaluate new business ideas, Operate sophisticated businesses, Build international relationships, Develop product strategy, Create Cost Saving Opportunities, Discover root causes, Lead teams, Improve robustness, Invent

Experience

ADAS Advisors LLC

Northville, MI

Founder and Principal

2022-...

Strategic Advisor to an ADAS Tier 1 supplier, 4Q2024 - ...

Expert Witness in an ADAS class action lawsuit, 3Q2024 - ...

Strategic Advisor to Innoviz (INVZ), 4Q2022 - ...

Strategic Advisor to a young company in the ADAS Perception domain, 2Q2023 - ...

Strategic Advisor to a startup company with unique radar perception software, 2Q2023 - ...

Business development support to a young company offering image labeling and annotation, 2Q2023 - 4Q2024

Strategic Advisor to a young company in the engineering tools domain, 2Q2024 - 4Q2024

Business development support to a young company offering automotive supplier financing, 2Q2023 - 3Q2024

Strategic Advisor to a 3 person startup working on unique camera hardware, 4Q2022 - 4Q2023

Consulting support to the Martec Group, 4Q2022 - 2Q2023

Strategic advisor to an ADAS mapping company, 3Q2022-4Q2022

Strategic advisor to an ADAS semiconductor company, 3Q2022-4Q2022

Strategic advisor to an ADAS software company based in India, 3Q2022-4Q2022

Ford Motor Company

Dearborn, MI

Chief Engineer Advanced Driver Assistance Systems, Hardware, Features

2021-2022

Delivered massive profit on \$2B of global turnover covering all ADAS sensors, domain controllers and features.

Built global team and developed relationships with 500 ADAS engineers in China, Europe, Australia and South America for hardware, system and features, doubling the team size in each of the last 2 years.

Created best-in-class product strategy and system architecture for next generation design, focused on capability, profit and growth.

Developed world-class ADAS features such as BlueCruise for 4 million customers per year in all major markets.

Drove project execution and supplier negotiations, product launch, field issue resolution and ongoing product development.

Manager Driver Assistance and Safety Electronics Systems, Hardware, Features and Software 2009-2021

Led engineering for active safety and driver assistance technologies including cameras, radars, ultrasonic sensors, crash sensors and the ECUs that use these sensors in North America, South America, Europe, China and Australia.
Delivered substantial profit on \$1B global turnover covering all ADAS sensors, domain controllers, features and software.
Developed class-leading features like Trailer Reverse Guidance.
Invented new sensing methods such as yaw rate trailer angle detection.

Manager Advanced Feature Development 2007-2009

Developed new features including: MyKey, Cross Traffic Alert and Adaptive Garage Door Opener.

Earlier roles 1992-2007

Manager Hybrid Electric Vehicle Engineering, Co-Director of the Ford-MIT Alliance, Supervisor Fuel Cell Reliability, Supervisor Restraints Electronic Subsystem, Safety Electronics and Diagnostics Engineer in Cologne Germany, ...

Education

Massachusetts Institute of Technology Cambridge, MA

Master of Science in Systems Engineering
Master of Science in Technology Policy
Bachelor of Science in Aerospace Engineering

Awards

2020 Henry Ford Technology Award for Development of Yaw Rate Trailer Angle Detection
2002 Henry Ford Technology Award for Development of Adaptive Beltminder

Interests

Wind, water, sand and snow. Avid kitesurfer and sailor in summer, skier and kiteboarder in winter, international travel all year.

Patents

US 6362734	US 7490000	US 8443787	US 9114769	US 9880382
US 6420996	US 7659698	US 8517418	US 9139148	US 10000154
US 6476514	US 7686723	US 8525657	US 9174595	US 10065637
US 6501374	US 7690459	US 8558690	US 9205710	US 10086803
US 6581960	US 7703444	US 8577555	US 9221414	US 10112452
US 6618261	US 7775195	US 8630774	US 9251694	US 10369972
US 6640174	US 7801661	US 8665078	US 9278659	US 10513233
US 6759942	US 7892128	US 8847770	US 9340228	US 10576941
US 6764095	US 7978096	US 8854200	US 9371050	US 10928239
US 6828904	US 8072352	US 8894119	US 9373044	US 11066014
US 7158870	US 8104454	US 8910986	US 9580045	US 11176827
US 7383911	US 8346432	US 9067553	US 9715665	