# David L. Trabulsi

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Engineering and technology executive with experience across OEM, tier-one automotive, and consumer product industries. Proven success directing global R&D, engineering, manufacturing, and supply chain organizations to deliver complex, high-volume products at scale. Known for building diverse, high-performing international teams and driving strategic initiatives that accelerate execution and deliver enterprise-wide results. Deep expertise in JDM/CM strategy and global product development across North America, Asia, and Europe.

## Professional Experience

### Harley-Davidson Motor Company, Milwaukee, Wisconsin

**GENERAL MANAGER, GLOBAL ADVANCED MANUFACTURING | OCT 2024 - PRESENT**

**Overview:** Reporting to the SVP of Operations and Chief Quality Officer, executive leader directing manufacturing technology centers of excellence, specializing in process engineering, advanced equipment development, and production system optimization. Responsible for the research, validation, and industrialization of next-generation manufacturing processes that enable the production of the world's most advanced and desirable motorcycles. Key accomplishments included:

- Architect and champion of the **Digital Manufacturing and AI Strategy and associated enterprise roadmap**, positioning the organization to accelerate innovation, elevate product quality, and achieve sustainable cost advantages.
- Driving the **advancement of materials and manufacturing process capabilities** across Harley-Davidson factories and the supply base to create sustained competitive advantage and clear product differentiation.
- Establishing a disciplined, end-to-end development framework **to dramatically improve quality performance** within the factories and across the supplier network.
- Transforming organizational design and operating mechanisms to strengthen execution rigor and **elevate end-to-end product development excellence.**

### WiTricity Corporation, Watertown, Massachusetts

**SENIOR VICE PRESIDENT, ENGINEERING | OCT 2022 – OCT 2024**

**Overview:** Reported directly to the CEO, responsible to build product development organization and lead all engineering, product development, product management, quality, and supply-chain operations for an industry leading company with extensive IP in wireless charging technology. Architected and led the company's strategic transformation from an R&D- and licensing-centric model into a fully capable product company. Key accomplishments included:

- Created organizational strategy to build new capabilities required to design, develop, manufacture, and qualify infrastructure and **Tier 1 automotive products.**
- Awarded development contract with a **top 5 OEM** company, leading all technical and operational interactions over 10-month assessment process to vet design, manufacturing, and quality capabilities.
- Company receipt of **ISO9001 certification**; achieving a fundamental requirement to position the company as a Tier 1 supplier of product to automotive OEM companies. Created roadmap for additional quality and product development certifications.
- Successfully led the product development of the company's first two wireless charging systems, delivering both on schedule and to specification. Achieved UL certification, demonstrating compliance with safety and performance standards and enabling commercial launch.
- Created strategies and product plans for business categories, aligning the product roadmap with market opportunities.

### Thorley Industries, LLC dba 4moms, Pittsburgh, Pennsylvania

**CHIEF PRODUCT AND SUPPLY CHAIN OFFICER | JULY 2018 – OCT 2022**

**Overview:** Reported directly to the CEO, brought onboard to take full ownership of all engineering, quality, and supply chain operations at a leading consumer product company founded by Alumni of Carnegie Mellon's Robotics Institute. Created and led multiple engineering, operational and quality improvement initiatives with a focus on developing industry-leading design, development, and manufacturing capabilities. Key accomplishments included:

- Conceptualized and implemented methodical approach to strengthen existing intellectual property and **create new IP**, resulting in the reception of key patents to protect the most successful products and maintain market differentiation.
- Manufacturing and Quality: Achieved a **20% decrease** in aggregate warranty costs despite a **40+% increase** in unit volumes.

- Influenced positive customer reviews, **between 4.5 and 4.9 stars**, by leading cross-functional definition, design, and development of five main products.
- Led successful creation of **North American manufacturing capabilities** to complement manufacturing base in Asia, successfully launching 2 new products into production with a joint development manufacturer in North America.
- **Product Innovation**: Utilized machine learning to analyze app usage data and develop product use recommendations to users.

## Bose Corporation, Framingham, Massachusetts

### HEAD OF ADVANCED R&D TECHNOLOGY | JANUARY 2018- JULY 2018

**Overview:** Reported directly to the CEO and was charged with creating, scaling, and leading an organization composed of research and advanced technology teams focused on developing and delivering core technology capabilities. Directed the organization in the design, maturation, and implementation of state-of-the-art technologies that strengthened the company's competitive position. Forged strong cross-divisional partnerships to ensure advanced technologies aligned with divisional product roadmaps, establishing a unified technology strategy that supported long-term business objectives.

### DIRECTOR, ADVANCED MANUFACTURING & SUPPLY CHAIN ENGINEERING | FEBRUARY 2014- JANUARY 2018

**Overview:** Reported to the VP of R&D, handpicked by company's executive leadership team to lead a strategic objective to create capability in advanced manufacturing and collaborative engineering development in the supply chain. Assumed leadership of a **150+ member organization** providing manufacturing development and supply chain engineering support for all product divisions within the company. Took ownership of all new product introduction (NPI) activities, leading manufacturing inception into all factories worldwide. **Created an advanced manufacturing group** to execute advanced development in manufacturing process and materials. Led a 40-person supply chain engineering group in Shenzhen, China executing engineering work with the component and JDM/ODM supply base of the company. Key accomplishments included:

- Paved way for the adoption of innovative technology through the identification and execution of advanced development with new and existing suppliers, defining viability of complex design concepts before product development.
- Integral driving force behind the **integration of 20+ new capabilities** (materials and manufacturing processes) into new products, **achieving more than 300% of target** and implementing the capabilities quicker.
- Spearheaded restructure of the organization from an internal manufacturing model to an external manufacturing model; Cultivated effective work relationships with international manufacturing partners. Transition improved operational efficiency beyond targeted levels.

### DIRECTOR, APPLICATION ENGINEERING, AUTOMOTIVE SYSTEMS DIVISION | 2009-2014

**Overview:** Reported to VP of Engineering, oversaw a **worldwide engineering team**, leading all aspects of customer-facing engineering and program management. Provided direction for more than **180 people** across field offices in Tokyo, Hiroshima, Shanghai, Paris, Stuttgart, Detroit, and Massachusetts. Took full ownership of a development portfolio with more than **40 vehicle programs** simultaneously and an aggregate development budget of over **$80 million**. Tasked with implementing a flexible resource model to integrate remote teams and share resources across offices and OEM customers. Key accomplishments included:

- Strategized and executed a multi-year quality improvement initiative, **propelling a significant decrease in delivered quality defect rates from over 150 ppm to single digit 4 ppm** across all automotive customers.
- This resulted in multiple supplier quality awards from automakers including Nissan and General Motors.
- Championed an initiative to regionalize manufacturing in North America, Asia, and Europe, facilitating improved operational and product development efficiency and reductions in supply chain costs.
- **Received the prestigious Bose Corporation President's Award** for successfully leading and resolving a critical supply disruption originating from a supplier and affecting supply of speakers to key automotive customers' production operations.
- Played an instrumental role in **achieving industry leading divisional net operating profit**.

### ENGINEERING MANAGER, AUTOMOTIVE SYSTEMS DIVISION | BOSE AUTOMOTIVE KK, TOKYO JAPAN| 2004-2009

Promoted to be responsible for leading product development activities for Japanese automotive customers worldwide. Led a cross functional US and Japanese engineering team located in Tokyo, Hiroshima, and Massachusetts. Expatriate assignment (2007-2009) was defined to transfer leadership of engineering team to local manager in Tokyo. Result was successful and he is still in place to this day.

### MECHANICAL ENGINEERING MANAGER, AUTOMOTIVE SYSTEMS DIVISION | BOSE AUTOMOTIVE KK, TOKYO JAPAN | 2002-2004

Relocated to Satellite office in Tokyo with the purpose of transferring automotive component design and development closer to our Japanese customer's design and development facilities. Work with Japanese automotive customers with the goal of development lead-time reduction and optimization of engineering resources.

### MECHANICAL ENGINEERING MANAGER, AUTOMOTIVE SYSTEMS DIVISION | 1997-2002

Promoted to lead a team of engineers responsible for the development of mechanical assemblies designed for multiple automotive customers. Responsible for supervising and tracking program status of all projects as well as participating in resolution of complex technical issues.

**General Motors Corporation, Michigan**

**PRODUCT ENGINEER, BODY STRUCTURES, CADILAC/LUXURY CAR ENGINEERING AND MANUFACTURING DIVISION | 1994-1997**

## Education

**BACHELOR OF SCIENCE, MECHANICAL ENGINEERING | THE GEORGE WASHINGTON UNIVERSITY | 1990- 1994**

Dean's Commendation List 1991-94; National Dean's List 1994

**STRUCTURAL DYNAMICS RESEARCH LAB | UNIVERSITY OF CINCINNATI | 1995**

Modal Analysis, Theory and Practice

**BOSE LEADERSHIP INSTITUTE | BOSE CORPORATION | 2010**

Internal executive program focused on business strategy, change management, and leadership development.

## Languages

Japanese: Achieved level 3 certification of the Japanese government proficiency test in reading, listening, and writing.