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SPE® ANNOUNCES “LIFETIME ACHIEVEMENT AWARD WINNER” – KEVIN N. PAGEAU WILL BE HONORED AT SPE AUTOMOTIVE INNOVATION AWARDS GALA NOV. 8, 2023

TROY, (DETROIT) MICH. – Kevin N. Pageau, owner and president of International Marketing Alliance and a major contributor to the SPE Automotive Division Innovation Awards Program for many years, has been named the 2023 **Lifetime Achievement Award** winner by the Automotive Division of the Society of Plastics Engineers (SPE®). For over 40 years, Pageau has led key advancements in the automotive plastics industry including being an early pioneer in the application of CAE technologies – Pageau ran GE Plastics first 3D finite element moldflow analysis, and provided technical analysis of numerous leading edge applications at GE. He also developed one of the first warp analysis tools, where the melt flow angle for each element was calculated and used to predict fiber orientation in glass filled materials – leading to additional roles at GE as Project Engineer, Business Development Specialist and Business Development Manager; As Director of Engineering at Plastics Engineering & Technical Services (PETS) he developed proprietary methods, computer programs and algorithms to optimize the analysis of hot and cold runner systems for complex automotive molds, as well as implementing some of the first commercial “mold cooling” analysis projects.

Pageau has also led a team of tooling engineers, project engineers, and quality engineers in the development of decorative plastics molds and processes as Director of Advanced Engineering at Dott Industries. As a Manufacturer’s Representative at Mayne-McKenney, he built significant business for Principals in the areas of satellite radio antennas, engineered foam and injection molding.

Pageau joined International Marketing Alliance (IMA) in 2003 and helped build it into a leading sales and marketing firm for automotive components. IMA represents seven domestic and international companies, with product areas including injection molding, decorative plastics of all types, engineered foam, LED lighting systems, and advanced seat comfort systems, generating revenues of approximately \$100 million dollars annually.

His involvement in SPE goes back to his GE Plastics days, where he was on the development team that won an SPE award for the Chrysler 1990 Eagle Premier Azdel bolster. He became active in the Automotive Division in 1992 as Newsletter Editor, where he upgraded the quality of the newsletter, and increased ad revenue to make the newsletter break even for the first time in years. He then held other positions in the Automotive Division leadership, including Secretary, Treasurer, Vice-Chair and Chairman. He was recognized as an Honored Service Member of SPE in 2004.

The SPE Automotive Innovation Awards Competition and Gala has grown over the years to become known as the “Academy Awards of the Automotive Industry” with Pageau’s leadership. In addition to being Awards Program Chair for a few years, he has managed and streamlined the nomination and judging process, worked with the team to upgrade the audio visual and other program features, and reduced the “run of show” time to two hours, while still recognizing all winners and finalists in a very professional event. He continues to manage the nomination and judging process, write the script for the show and produce the presentation files for the event.

His formal education includes a Bachelor of Science degree in Mechanical Engineering from Michigan Technological University in Houghton, Michigan.

"I am humbled and grateful to be honored with the SPE Automotive Division Lifetime Achievement award and especially thankful to my friends in the industry and to my family for their incredible support over the years," said Pageau.

"Kevin is the smartest guy I know in this industry," said Frederick Deans, P.E. owner, Allied Composites Technology and SPE Lifetime Achievement Award recipient in 2015. "Many of the plastics tooling analysis programs used in industry today are a result of Kevin's ingenuity."

"Kevin's long career in automotive plastics has been filled with many significant achievements, both technically and commercially," said Mark Lapain, senior business development manager at Advanced Composites and SPE Lifetime Achievement Award Chair. "Kevin's involvement in SPE, where he served as the Automotive Division Chairman and as a key organizer for the Innovation Awards, are truly noteworthy," continued Lapain. "The SPE Automotive Innovation Awards would not be the same without Kevin's many contributions, which date back to the early 1990s."

"I greatly appreciate Kevin's leadership and support enhancing the SPE Automotive Innovations Awards program over the years," said Jeffrey Helms, global automotive director, Celanese and SPE Automotive Innovation Awards Gala Chair. "Honoring Kevin with our 2023 Lifetime Achievement Award will be a highlight of this year's event."

Kevin N. Pageau - Work Experience:

- International Marketing Alliance (IMA), Owner and President (2003 – Present), representing:
 - Sonoco Protective Solutions
 - Hirosawa Automotive Trim
 - Hirotai Automotive Trim S.A. de C.V.
 - Sunway Precision Industries
 - Tangtring Seating Technologies
 - E-Lan Car Components (USA) Inc.
 - Ichia Technologies
- Mayne-McKenney, Account Manager (2001-2003)
- BP Amoco, Account Manager (1999 – 2001)
- Dott Industries, Account Manager/Director of Advanced Engineering (1993 – 1999)
- Plastics Engineering & Technical Services (PETS), Director of Engineering (1991 – 1993)
- GE Plastics, Project Engineer/Business Development Specialist/Business Development Manager (1981 – 1991)

First given in 2001, the SPE Automotive *Lifetime Achievement Award* recognizes the technical achievements of individuals whose work in research, design, and/or engineering has led to significant integration of polymeric materials on passenger vehicles. Past recipients include:

- J.T. Battenberg III, then chairman and chief-executive officer of Delphi Corp. (2001)
- Bernard Robertson, then executive vice-president of DaimlerChrysler (2002)
- Robert Schaad, chairman of Husky Injection Molding Systems, Ltd. (2003)
- Tom Moore, retired vice-president, Liberty and Technical Affairs at DaimlerChrysler (2004)
- Shigeki Suzuki, general manager - Materials Division, Toyota Motor Co.(2005)
- Barbara Sanders, then director-Advanced Development & Engineering Processes, Delphi Corp. (2006)
- Josh Madden, retired executive at General Motors Corp. (GM) & Volkswagen of America (2007)
- Frank Macher, former CEO of Collins & Aikman Corp., Federal Mogul Corp., and ITT Automotive (2008)
- Irv Poston, retired head of the Plastics (Composites) Development-Technical Center, GM (2009)
- Allan Murray, Ph.D., retired technology director at Ford Motor Co. (2010)

- Dave Reed P.E., retired staff engineer, Product Engineering, GM (2011)
- Gary Lowndale, P.E., then chief technology officer, Plasan Carbon Composites (2012)
- Roy Sjöberg, P.E., retired staff engineer - Body, Chevrolet-Pontiac-Canada Div., GM and retired executive engineer-Viper Project, Chrysler Corp. (2013)
- Dr. Norm Kakarala, retired senior technical fellow, Inteva Products LLC (2014)
- Fredrick Deans, P.E., chief marketing officer, Allied Composite Technologies LLC (2015)
- Dr. Lawrence T. Drzal, university distinguished professor of Chemical Engineering and Director-Composite Materials and Structures Center at Michigan State University College of Engineering (2016)
- Dr. Suresh Shah, retired senior technical fellow at Delphi Corporation, formerly General Motors – ACG (Automotive Components Group) (2017)
- Dr. Rose A. Ryntz, retired vice president, Global Advanced Development and Material Engineering at International Automotive Components Group (IAC). (2018)
- Michael J. Whitens, retired former global director, Ford Motor company Vehicle and Enterprise Sciences at Ford's Ford's Research and innovation Center (2019)
- Nippani R. Rao, (1939-2021) president, RAO Associates (2009-2021); technology manager, Asahi Kasei North America (2008-2010); materials engineering supervisor, Chrysler (1986 – 2008) Awarded Posthumously in 2021
- Probir Guha, president and founder, Composites Innovations Inc. (2022)

Pageau will be presented with the SPE Automotive Div. Lifetime Achievement award at the 52nd annual SPE Automotive Innovation Awards Gala at Burton Manor in Livonia, Mich. November 8, 2023. The evening begins with a VIP Cocktail Reception at 4:00 p.m. sponsored by Celanese Corporation. At 4:30 p.m. the main exhibit area opens for general admission, and guests can review this year's **Automotive Innovation Awards** nominations and enjoy the vehicles on display. Dinner will begin at 6:15 p.m. and the awards program will last from 7:00-9:00 p.m. For those who wish to extend merrymaking and networking activities, the ever-popular *Afterglow* – also sponsored by Celanese – runs from 9:00-11:00 p.m.

SPE's Automotive Innovation Awards Program is the oldest and largest competition of its kind in the world. Dozens of teams made up of OEMs, tier suppliers, and polymer producers submit nominations describing their part, system, or complete vehicle and why it merits the claim as the *Year's Most Innovative Use of Plastics*. This annual event typically draws over 800 OEM engineers, automotive and plastics industry executives, and media. As is customary, funds raised from this event are used to support SPE educational efforts and technical seminars, which help educate and secure the role of plastics in the advancement of the automobile.

The mission of SPE is to promote scientific and engineering knowledge relating to plastics worldwide and to educate industry, academia, and the public about these advances. SPE's Automotive Division is active in educating, promoting, recognizing, and communicating technical accomplishments in all phases of plastics and plastic-based composite developments in the global transportation industry. Topic areas include applications, materials, processing, equipment, tooling, design, and development. For more information about the **SPE Automotive Innovation Awards Competition and Gala** see: <https://speautomotive.com/innovation-awards-competition-and-gala/>. For more information on the **Society of Plastics Engineers** see: <https://www.4spe.org/>.



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