Biography

Mark-Tami Hotta, President and CEO,
Transportation Research Center Inc. (TRC Inc.)

Mark-Tami Hotta, President and Chief Executive Officer, Transportation Research Center Inc. (TRC Inc.), has worked in the automotive industry for more than 30 years as an engineer, consultant, innovator and industry leader.

Hotta joined TRC Inc. in 2015 after serving as Executive Director of Global Product Quality for Cummins, Inc. Hotta prior directed Navistar Programs and New Business Incubation at Cummins. In his two decades at Ford Motor Company, he led a number of departments including Chief Engineer for Worldwide Proving Grounds, Chief Nameplate Engineer for Minivans, and Chief Program Engineer for EcoSport, Fusion, Mondeo, Contour and Mystique.

Prior to joining Ford, Hotta was an Automotive Strategy Consultant for Booz, Allen & Hamilton, based in Tokyo and later Chicago, leading engagements with European, Asian, and American clients.

A global business executive, Hotta has a proven track record of leading large-scale, geographically dispersed, multi-cultural, and international operations; developing and implementing innovative solutions to tough challenges through collaboration; creating breakthrough products with fast cycle times; engaging, motivating and developing employees to create high performing teams; and leading organizations through change and transformation. He also specializes in new business start-ups; product and process innovations; alliances and partnerships; new product and service development; and new facility design and construction.

Given the increasingly rapid evolution of the products, systems and technologies in the transportation industry today, Hotta possessed exactly the qualities that TRC Inc. requires to grow and expand in emerging markets, and to continue providing turnkey solutions to meet the rapidly changing needs of the company’s global clients.

TRC Inc. is North America’s largest independent automotive proving grounds and testing center. The company conducts research and testing for more than 1,000 vehicle and component manufacturers, government agencies, and industry organizations worldwide in a proprietary and confidential environment. TRC’s facilities offer a comprehensive range of testing for safety, energy, fuel economy, emissions, durability, noise, crash, crash simulation and performance. TRC tests trucks, buses, recreational vehicles, motorcycles, electric vehicles, passenger cars and components.

In Hotta’s first year as CEO, TRC’s volume grew 19 percent, supported by the recruitment and installation of a new Senior Leadership Team with extensive automotive and entrepreneurial experience, as well as several new key functional directors.
The new TRC Inc. team has restructured the business units within the organization, to anticipate and rapidly respond to customers’ quickly changing needs. In January, 2017, TRC secured $45 million in funding from the state of Ohio and The Ohio State University for critical expansion and improvement projects at its 4500-acre facility, including funding for the first phase of the Smart Mobility Advanced Research and Test Center (SMART Center).

Throughout his career, safety has been Hotta’s top priority. In 2008, he founded Driving Safety International, LLC, an organization that provides advisory and expert consulting services to mitigate potential for loss in inherently high-risk operations by developing and implementing comprehensive safety protocols, operating systems, and advanced training programs. The company also developed proprietary innovative product and service concepts to revolutionize and enhance driving safety.

Hotta has also served as Chairman of the International Committee for Proving Ground Safety (ICPGS), a collaborative forum to share safety expertise across the automotive industry worldwide.

Hotta holds a Bachelor of Science degree in Mechanical Engineering from Massachusetts Institute of Technology and a Master of Business Administration from the Stanford Graduate School of Business. Hotta resides in Dublin, Ohio with his wife and son.

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