

Exponent®
Engineering & Scientific Consulting

Bruce Ketcham

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Professional Profile

Mr. Ketcham addresses truck and automotive design, maintenance, and engineering issues related to regulatory compliance, processes and standards, fires, and supporting accident analysis. He has expertise in the area of failure and safety analysis of automotive systems and components specifically for medium and heavy trucks, coaches, specialty, industrial, and off-highway vehicles.

Mr. Ketcham is familiar with the Federal Motor Vehicle Safety Standards (FMVSS) and Federal Motor Carrier Safety Regulations (FMCSR). He has experience in leading product safety investigations, vehicle recall management, and in the development of truck and automotive component operating and maintenance instructions and associated warnings.

Mr. Ketcham has an extensive background in the design, manufacture, installation, and maintenance of vehicle drivetrain components including front, rear and trailer axles, wheel-ends, brakes, transmissions, and drivelines.

Prior to joining Exponent, Mr. Ketcham spent 22 years as a manager at Meritor Automotive, Inc., formerly the automotive business of Rockwell International Corporation. He worked primarily with medium and heavy truck and off-highway vehicle drivetrain components and held positions in materials management, product compliance, and engineering product analysis. Before that he held a number of positions with the General Electric Company.

Academic Credentials & Professional Honors

J.D., Law, University of Detroit Mercy, 1987

M.B.A., Management, Xavier University, 1982

B.S., Industrial Economics, Union College, 1972

B.S.E.E., Electrical Engineering, Union College, 1972

Prior Experience

Product Analysis Manager, Meritor Automotive, Inc. (1997-2000)

Product Analysis Manager, Rockwell International Corporation (1993-1997)

Product Compliance Manager, Rockwell International Corporation (1988-1993)

Materials Manager, Rockwell International Corporation (1984-1988)

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Production Control Manager, Rockwell International Corporation (1982-1984)

Purchasing Manager, Rockwell International Corporation (1978-1982)

Sales Order Manager, Rockwell International Corporation (1978)

Inventory Control Manager, General Electric Company (1976-1978)

Advanced Material Systems Specialist, General Electric Company (1974-1976)

Manufacturing Management Program, General Electric Company (1972-1974)

Professional Affiliations

Society of Automotive Engineers (member)

SAE Truck & Bus Foundation Brake Subcommittee (past member)

SAE Truck & Bus Event Data Recorder Subcommittee (past member)

State Bar of Michigan (member)

Publications

Ray RM, Ketcham BE, Huang S, Kelly C. Fire in large truck crashes: Comparing results from the large truck crash causation study with FARS and NASS/GES. SAE Technical Paper Series, 2008-01-0255.

Ketcham BE, Ray RM, Chan W. Evaluation of the effect of antilock braking systems in truck crashes using large truck crash causation study data. Proceedings, Joint Statistical Meeting, Salt Lake City, UT, July 29-August 2, 2007.

Ketcham BE, Fuglewicz DP. EDRs (Event Data Recorders) take to the road. Commercial Vehicle Engineering supplement to Automotive Engineering International, pp. 8-9, October 2006.

Presentations

Ketcham BE. Evaluation of the effectiveness of Antilock Braking Systems (ABS) in large truck crashes using Large Truck Crash Causation Study (LTCCS) data. Presented at the Joint Statistical Meetings, Salt Lake City, UT, July 31, 2007.