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NORTHWOOD UNIVERSITY
CAMS
Center for Automotive & Mobility Studies



A periodical from Northwood University's CAMS Research Institute

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ahead of the curve

**SPECIAL
EDITION**

CENTER FOR AUTOMOTIVE & MOBILITY STUDIES (CAMS)

Since the early 1960s, thousands of students have graduated from the diverse Automotive Aftermarket Management and Automotive Marketing and Management degree programs at Northwood University. As Northwood's automotive retail and aftermarket programs have evolved over the decades, another exciting change is happening; the creation of the Center for Automotive & Mobility Studies (CAMS). CAMS will be comprised of, but not limited to, the following:

- Automotive Aftermarket Management Degree Program, offering two-year and four-year degrees
- The University of the Aftermarket (UofA), offering extensive non-degree education, professional training, and designations
- Automotive Marketing and Management Degree Program, offering two-year and four-year degrees

Strengthening the alignment and collaboration of each distinctive program will allow Northwood to better meet industry needs as business and technology environments rapidly change. This renewed focus and reinvestment, as well as expansion into new segments such as powersports, will provide multiple industries a well-needed supply of exceptional students and future leaders.

CAMS will bring together academic studies, experiential learning, and research activities to empower students, industry professionals, and communities to drive positive change in the aftermarket, automotive, powersports, and mobility sectors. In addition, CAMS will be at the forefront of technological advancement, education and training, and economic growth. Other features CAMS will include, but not be limited to, include:

- Professional and continuing education
- Executive education, including master's degrees focused on the automotive sectors
- Northwood University International Auto Show
- Northwood University Aftermarket Club
- Northwood University Auto Club

In addition, CAMS will offer education and degree options for powersports, recreation vehicles, and other mobility sectors. Other offerings will include:

- CAMS Research Institute
- CAMS Advisory Board, comprised of industry leaders
- Executive-in-Residence

NORTHWOOD UNIVERSITY
CAMS
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Stephens

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APRIL 16-17 2025

Hosted at Northwood University
in Midland, MI

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CAMS ENHANCES AFTERMARKET EDUCATION

With the introduction of the new Center for Automotive & Mobility Studies (CAMS), Northwood is enhancing professional development and aftermarket education programming. CAMS will expand Northwood's position as the thought leader in all things automotive. From electrification, to ADAS, to autonomous vehicles, CAMS will lead the aftermarket industry toward a successful future. The staff and faculty at Northwood and within CAMS are privileged to serve such a dynamic and exciting industry.

Northwood University will continue to lead the way in non-degreed aftermarket education. The University of the Aftermarket (UofA) provides world-class professional development coursework for professionals who are new to the industry or industry veterans who understand the importance of lifelong learning within the \$500 billion aftermarket industry. The unique program, not duplicated elsewhere, provides new curriculum and expanded online options to meet the changing needs of industry professionals.

UofA offers a wide range of learning opportunities which contribute to ACP, AAP, MAAP, and GAAE industry designations. UofA offers programs such as:

- **Leadership 2.0:** Helps organizations develop high potential team members into tactical leaders to ensure teams are proactively ready for a fast-changing business and technology landscape.
- **INFUSION (Executive Development Series):** Gathers and challenges global executives to develop innovative strategic organizational plans. INFUSION transforms tactical leaders into strategic visionaries as they gain a deep awareness of the global aftermarket.
- **Aftermarket Data Standards:** Communicates the importance of accurate and meaningful data for effective, efficient, and proactive orientation to dynamic market conditions. This understanding ensures future industry leaders develop winning strategic plans to successfully navigate an increasingly competitive landscape.



CAMS AFTERMARKET TEAM



Dr. Thomas Litzinger,
Executive Director,
University of the
Aftermarket

James O'Dell,
Assistant Director,
Aftermarket Education



In addition to UofA offerings, Northwood University continues to elevate and redefine the degreed Aftermarket Education program. Students are equipped with important real-world business skills such as:

- Microsoft Office Suite (especially strong abilities in Excel)
- Data analytics and management
- Sales techniques
- Operations and supply chain management
- Distribution network management
- Omnichannel marketing
- Heavy-duty industry operations
- Presentation and communication proficiencies
- Critical and creative thinking

To achieve a strong foundation in aftermarket industry knowledge, Northwood classrooms utilize dynamic textbooks, faculty with decades of industry experience, and guest lecturers from all areas within the aftermarket industry. This dynamic learning environment ensure students are prepared to confidently enter the aftermarket industry and continue the long legacy of highly sought after and uniquely qualified industry professionals from Northwood University.

NORTHWOOD STUDENTS AT AAPEX

More than 40 students from across Northwood University applied for approximately 20 coveted opportunities to attend AAPEX 2024. Majoring within the Automotive Aftermarket Management, Automotive Marketing and Management, Entrepreneurship, Marketing, Marketing Communications, Finance, DeVos Graduate School, and Operations and Supply Chain Management degree programs, many of the students are sponsored by industry organizations such as:

- Bosch
- Bourke Services LLC
- DANA
- Dorman
- Driv
- Epicor
- Gates
- Holbrook
- Mahle
- Motorad
- NGK
- Rostar
- Wheeler Fleet



AFTERMARKET INDUSTRY SUPPORT

Northwood University's aftermarket programs continually meet dynamic and evolving industry needs. Industry partnerships provide students with real-world experience, ensuring they are well-prepared when entering the industry. In addition, aftermarket education is a critical component to the new CAMS initiative. Alignment of the various CAMS programs will enhance Northwood's commitment to provide world-class aftermarket education to current and future industry leaders.

The continued commitment from the aftermarket industry, as well as Northwood's ongoing student recruitment efforts, have resulted in an increase in undergraduate and online enrollments. Northwood's aftermarket programs are well positioned to meet the ongoing industry needs for the next generation of business professionals.

EMPLOYER RESOURCES: Benefits for Employers Recruiting at Northwood.

At Northwood, we are committed to preparing students for success in their careers and in their communities. Few degrees say "versatility" like a Bachelor of Business Administration degree from Northwood University, and the role you play as an employer is vital to our mission of developing free-enterprise leaders who drive global social and economic progress. **Northwood students are:**

- Introduced to degree major curriculum in their freshman year, making them well-rounded with a solid understanding of the business industry so they are ready to take on internships immediately after their first year at Northwood;
- Exposed to courses in strategic management, business finance, accounting, economic theory of the free-market, marketing, communications, ethics, operations and supply chain, business law, and organizational behavior, to name a few;
- A key component to any succession plan;
- Recommended to complete a 150/hour, 3-credit internship experience as part of their undergrad degree major and/or accelerated DeVos Bachelor/MBA program;
- Adaptable, resilient, and quick to learn business productivity tools and management information systems;
- Keenly aware of the need to use data and facts to identify and solve problems;
- Innovative and driven to add value in an organization, a local community and around the globe;
- Taught FRESH AIR code of ethics: Freedom, Respect, Empathy, Spirituality, Honesty, Achievement, Integrity, Responsibility.

CORPORATE PARTNERSHIPS: Elevate Your Organization. Create a Strategic Alliance with Northwood University.

Northwood University's Corporate Partnership Program is your gateway to recruitment, retention, and talent development excellence.

At Northwood, we recognize the power of collaboration and synergy between educational institutions and corporate entities. Our proven track record of fostering successful partnerships demonstrates our commitment to providing significant benefits to both employers and their employees.

Our tailored programs yield a high return on investment for our corporate partners. We take a comprehensive approach to meet your organization's specific needs, ensuring you receive value for every dollar invested.

Northwood offers flexibility in designing strategic partnerships that align with your corporate goals. Our team will work closely with you to create programs that cater to your organization. Our extensive network of industry connections provides unique opportunities for your team to connect, collaborate, and grow.

CAREER SERVICES



Dr. Steven Poole,
Director of
Career Services
and Professional
Development



Kimberly Warner,
Associate Director
of Career Services
and Professional
Development

Use the following QR code to learn more about how internships benefit employers, and how you can become an employer of choice on campus.



CORPORATE PARTNERSHIPS



Mike Sullivan,
Executive Director of
Strategic Alliances,
Graduate Admissions
and Online (ADP)
Admissions



James Croan,
Director of Corporate
Enrollment

For more information, scan the QR code to visit Northwood's Corporate Partnership page.



STUDENT SPOTLIGHT: ETHAN MOOTS



ETHAN MOOTS

Northwood University
Automotive Aftermarket
Management Senior

A senior within the Automotive Aftermarket Management program at Northwood University, Ethan has stood out as a strong leader and aspiring industry professional. His collegiate experience includes a sales and operations internship with Hendrick Automotive Group in 2023. During the summer of 2024, Moots gained a comprehensive and hands-on exploration of the heavy-duty aftermarket through an internship with VIPAR Heavy Duty Inc., which also sponsored his attendance at the 2023 Heavy Duty Aftermarket Week in Grapevine, Texas.

Most recently, Ethan was awarded an Aftermarket Chair Scholarship from Dorman Products. This scholarship is awarded to a full-time junior or senior who possesses high ethical and moral standards and is pursuing a career in the automotive aftermarket industry. Additionally, the winner must serve as the aftermarket chair of the Northwood University International Auto Show. In addition to his duties as the aftermarket chair for the Auto Show, Ethan is the current president of the Northwood Automotive Aftermarket Club.

“Born into a family of car enthusiasts, I love all things automotive,” said Moots, a senior from Brown City, Michigan. “My passion lies in anything fast and loud, and I am turning that passion into a profession through Northwood’s Automotive Aftermarket Program. I am incredibly thankful to Dorman Products for making this investment in my education and for being such a strong Northwood partner.”

“Ethan exemplifies the dedication and passion we seek to cultivate within this dynamic industry,” stated Dr. Thomas Litzinger, Executive Director of the University of the Aftermarket and Northwood aftermarket industry chair. “The work he has invested to earn this scholarship is a testament to his perseverance and potential, and we are proud of his contributions at this fall’s auto show and we look forward to his future contributions in the field upon his graduation from Northwood University.”



UofA NEWS

MAY:

- Attended Auto Care Connect and conferred the Automotive Content Professional (ACP) designation on seven individuals.
- Held Aftermarket 101 and Heavy Duty Aftermarket 101

JUNE:

- INFUSION executive development series held in Hamburg, Germany. Participants improved their strategic visioning through a variety of hands-on learning activities.
- Conducted the Aftermarket Data Standards seminar, which gave attendees a deep dive into the catalog and data standards for aftermarket product catalogs. Attendees were taught how to use standards more effectively.

JULY:

- Heavy Duty Leadership 2.0 was held for professionals in the commercial vehicle aftermarket. Multiple panel and roundtable discussions took place during the successful week.
- UofA personnel spoke at The Seminar, the Commercial Vehicle Solutions Network (CVSN) aftermarket training event in Dallas, Texas.

AUGUST:

- Leadership 2.0, Tactical Leadership Development Series, took place on Northwood's Midland campus. Over 50 industry leaders and a host of speakers attended. Multiple panel and roundtable discussions took place during the transformative week.





SEPTEMBER:

- UofA personnel spoke at the Carquest Leadership Summit. More than 600 attendees - including Advance Auto Parts executives, Carquest division leaders, store owners, and team members - participated. Topics included “Leading Change” and “Motivating your Team.”
- INFUSION executive development series was held at Bosch Mobility Aftermarket in Plymouth, Michigan.

OCTOBER:

- The 61st Northwood University International Auto Show (NUIAS) took place in Midland, Michigan. With the highest number of aftermarket exhibitors of any previous Auto Show, as well as many new exhibitors, the amazing support from the aftermarket industry provided critical experiential learning opportunities for Northwood students. The following are the aftermarket sponsors and vendors who attended:



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|---------------------------|--------------------|
| • 3M | • Hendricks |
| • Amsoil Higher Standards | • Holbrook |
| • AutoWares | • Mahle |
| • Bosch | • Mothers Polishes |
| • Brembo | • MotoRad |
| • Chevy Performance | • NGK |
| • CTR America | • Rostar |
| • DANA | • Schaeffler |
| • Dorman | • Turbo Solutions |
| • Driv | • Turn 14 |
| • Epicor | • UFI Filters |
| • FlexFab | • Vanguard |
| • Ford Accessories | • VIPAR |
| • Gates | • Wheeler Fleet |
| | • WIX |

Don't be left out! Reserve your space now for the Fall 2025 NUIAS.
Email cams@northwood.edu for reservations and more information.

THE ROAD AHEAD: CAMS SCHEDULE AND EVENTS

- Detroit Auto Show, Jan. 10-20, Detroit, MI
- Heavy-Duty Aftermarket Week, Jan. 20-23, Grapevine, TX
- NADA Conference, Jan. 23-26, New Orleans, LA
- AIMExpo, Feb. 5-7, Las Vegas, NV
- Leadership 2.0 Session II, March 9-13, Charlotte, NC





NORTHWOOD UNIVERSITY

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FEEDBACK?

Tell us what you think, what you need, and what you want to see from CAMS. Email: camsresearch@northwood.edu

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