



Bruce E. Ketcham

Senior Manager
Vehicle Engineering



Professional Profile

Mr. Ketcham addresses design, maintenance and automotive engineering issues related to regulatory compliance, processes and standards, fires, and supporting accident analysis. Mr. Ketcham 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. He 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 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.

Credentials & Professional Honors

J.D., University of Detroit, 1967
M.B.A., Management, Xavier University, 1982
B.S.E.E., Electrical Engineering, Union College, 1972
B.S., Industrial Economics, Union College, 1972

Contact Information

(248) 324-9118 tel
(248) 324-9199 fax
bketcham@exponent.com
Detroit

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Full CV

Related Capabilities

- » Accident Analysis & Reconstruction
- » Vehicle Design & Analysis
- » Vehicle Fires



Engineering and Scientific Consulting

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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)
- » 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)

Credentials & Professional Honors

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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.

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Professional Affiliations

- » Society of Automotive Engineers (member)
- » SAE Truck & Bus Foundation Brake Subcommittee (member)
- » SAE Truck & Bus Event Data Recorder Subcommittee (member)
- » State Bar of Michigan (member)*

Credentials & Professional Honors

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Failure Analysis Associates™

Exponent
39100 Country Club Drive
Farmington Hills, MI 48334

telephone 248-324-9100
facsimile 248-324-0199
www.exponent.com

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Academic Credentials and Professional Honors

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Deposition / Trial Testimony

Depositions

Dennis v. Freightliner Trucks, et al., Superior Court of New Jersey, Law Division, Essex County, Case No. L-7868-04, September 2007.

Manhart v. Conchita Foods, et al. v. Ryder Truck Rental, Inc., Circuit Court of the Seventeenth Judicial Circuit for Broward County, Florida, Case No. 05-000519, July 2007.

Acceturo v. Abex Corporation, et al., Superior Court of New Jersey, Law Division, Middlesex County, Case No. L-6601-99, February 2007.

Franklin v. General Motor Corporation, et al., Anderson County Circuit Court, Kentucky, Case No. 04-CI-00274, November 2006.

Van v. Rick's Heavy Equipment, et al., Circuit Court of the First Circuit, State of Hawaii, Case No. 04-1-0637-04, August 2006.

Pisani v. ACandS, Inc., et al., Superior Court of the State of California for the County of Alameda, Case No. RG 04141586, February 2006.

Hall v. Asbestos Corporation, Ltd., et al., Superior Court of the State of California for the County of Alameda, Case No. 835640-6, June 2005.

Western Express v. International Truck & Engine Corp., et al., U.S. District Court, Middle Dist. of Tennessee, Nashville Division, Case No. 3-04-0479, May 2005.

Caswell v. Acmat Corporation, et al., Superior Court, J.D. of Fairfield at Bridgeport, Connecticut, Case No. BA 04-0412434S, March 2005.

Trials

Crow v. AGCO Corporation, et al., Superior Court of the State of California for the County of San Francisco, Case No. 425890, June 2004.

Bertolino v. Volvo GM Heavy Truck Corporation, Court of Common Pleas of Cambria County Ohio, Case No. 1995-01748, April 2004.

Archer v. National Freight, Inc. et al., Superior Court of the State of California for the County of Placer, Case No. S-CV-0012225, January 2004.

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Sales Order Manager, Rockwell International Corporation, 1978
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