

# Dennis DesRosiers



Since the founding of his independent consulting practice in 1985, Dennis DesRosiers has become Canada's leading automotive industry analyst and one of the foremost theorists in the North American automotive industry.

He has brought change, innovation and boldness to the discipline of analyzing and interpreting automotive industry dynamics. His analytic capabilities and interpretations of developments within the automotive industry are widely sought by a diversity of executives throughout the entire automotive supply chain as well as policy makers in government and financial institutions.

Dennis' expertise and cooperative attitude has led to him becoming a favorite source for news media looking for insightful comments on various automotive issues. However, his primary strength and area of concentration lies in the business-to-business sector of the automotive industry.

Over the years, he has developed a multi-task, multi-functional and in-depth approach towards automotive industry analysis, which has resulted in his theories gaining considerable prominence throughout the North American industry. Dennis has been described as an analyst who "peels away the mysteries" of the automotive industry. He has accomplished this by developing unique and original analytical models and also by not being afraid to make interpretive statements and draw conclusions, which, in some cases, run contrary to "accepted wisdom" in the industry.

In numerous instances, he has been the first to identify latent issues and trends long before years of accumulated data allowed these trends to emerge and become generally visible. Years before leasing became a major automotive industry factor, for example, he identified how leasing would grow and become a major dynamic within the automotive market.

Similarly, his theories on the profound influence of the aftermarket on new vehicles sales and his paradigm of the synergy between the aftermarket, the new vehicle market, the used vehicle market and the automotive finance sector are now widely accepted and used as the analytical standard for sectoral analysis throughout North America.

A constant in Dennis' career has been his ongoing efforts to help young people, such as university students, to develop to their fullest potential, particularly as it relates to their ability to make effective future contributions to Canada's expanding automotive industry.

Dennis' election in September 2000 to the Board of Governors of The University of Windsor enables Dennis to focus his developmental efforts and practical skills in an important knowledge and learning environment.