Robert H. Schnorbus, PhD

735 Rock Spring Road
Bloomfield Twp, MI 48304

H: 248-723-5008
C: 248-631-8972
bob.schnorbus@gmail.com

BUSINESS ECONOMIST

Nationally known and respected macro-economist, with extensive experience forecasting and analyzing the economy and automotive industry. In-depth knowledge of economic and automotive market trends and extensive contacts throughout the economy.

CORE COMPETENCIES

- ECONOMETRIC MODELING AND FORECASTING CAPABILITIES
- EXPERIENCED WRITER AND SPEAKER FOR PROFESSIONAL AND LAY AUDIENCES
- EXCELLENT CLIENT AND MEDIA RELATIONS SKILLS

PROFESSIONAL EXPERIENCE

J.D. POWER AND ASSOCIATES – Troy, Michigan **1997 to 2009**

Director of Economic Analysis and Chief Economist, Global Automotive Forecasting

Created quarterly global macroeconomic and top-line auto sales forecasts and written analysis since 2002, with focus on both short-term cyclical patterns and long-term structural change. Provided the foundation for model-level sales and production reports by country that generated over $2 million in revenues.

- Used VAR and ARIMA-type econometric modeling for monthly and annual sales projections.
- Tracked economic and automotive developments by country on a monthly basis.
- Responsible for client presentations on macro-level economic and sales forecasts.

Conducted syndicated research on topical issues impacting the automotive industry, utilizing public and J.D. Power-specific data. Responsible for design, preparation, and marketing of individual reports that sold for $25,000 to $50,000 apiece.

- Prepared comprehensive analysis of the Southeast Asian Financial Crisis in 1998.
- Provided assessments of the rapidly expanding Sport Utility Vehicle market in 1999 and 2000.
- Provided assessments of the "nearly new" used vehicle market in 2000 and 2001.
- Wrote commentary on industry trends for OESA's annual reports from 2005 to 2008.

Participated in team-based proprietary research on special topics for clients. Contributed modeling, forecasting, and written analysis as part of multi-faceted studies that focused as specific needs or interests of clients (often using client data as supplemental to public or J.D. Power data). Studies often sold for $100,000 and above.

- Developed a dealership location maximization model to evaluate dealership performance, using JD Power survey data on buying preference, dealership location to target buyers, and distance from competitive dealerships.
- Created sales forecasts of the super luxury market in the US and Japan, using alternative economic scenarios and the behavior of high net-worth individuals for an OEM specializing in luxury cars.
- Designed and implemented a methodology for forecasting long-term demand in the diesel-powered pickup truck market, using JD Power proprietary retail sales data of U.S. sales at the customer level.

FEDERAL RESERVE BANK OF CHICAGO – Chicago, Illinois **1985 – 1997**

Assistant Vice President, Research Department

Headed the regional business conditions analysis unit of the Research Department, which included providing briefings with the Chicago Fed President on the state of the regional economy, participating in the monetary policy advisory process, and submitting periodic reports to the Federal Reserve Board of Governors in Washington D.C prior to FOMC meetings.

- Advised the Chicago Fed President on appropriate monetary policy prior to FOMC meetings. Prepared the Beige Book, a widely cited summary of current regional economic developments.
- Had primary responsibility for forecasting the durable-goods portion of the economy and the major manufacturing industries centered in the Midwest (including steel, machinery, construction equipment, heavy duty trucks, and passenger vehicles).
- Organized quarterly roundtables with corporate economists in the region to discuss current developments in the region. Sponsored two annual outlook conferences on the economy and automotive market.
- Developed and edited the quarterly Midwest Economic Review, as well as writing articles on the Midwest economy and its major industries, including automotive, for the quarterly Economic Perspectives and monthly Chicago Fed Letter.

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

- Member, National Association for Business Economics
- Member, National Business Issues Economic Council
- Member, Energy and Transportation Panel
- Member, Society of Automotive Analysis
- Member, Business Week's panel for the annual Economic Outlook Consensus
- Member, Economy.com's panel for Moody's Survey of Business Confidence

SPECIAL ACCOMPLISHMENTS AND RECONGITIONS

- Elected to the Board of Directors, National Association for Business Economics (1994-97)
- Received Standard & Poor's Publishing Council Excellence Award
- Winner of the "Best Auto Sales Forecast" Award in 2004 and 2005 (Chicago Fed's Auto Outlook Symposium)
- Received the "Sagamore of the Wabash" Award (highest award by the State of Indiana to a civilian for contributions to the state) in 1997
- Co-founder of the Regional Economics Applications Laboratory (REAL)
- Special sworn agent at the Bureau of the Census, with access to individual company records

EDUCATION

CASE WESTERN RESERVE UNIVERSITY, WEATHERHEAD SCHOOL OF MANAGEMENT
PhD in Economics

- Concentration in Labor Markets, Regional Economics, and Finance

UNIVERSITY OF MICHGAN
Bachelor of Arts

- Major in Economics