



Tyrone Michael Jordan (TJ)

*President &
Chief Operating Officer*

Tyrone Michael Jordan (TJ) is President and Chief Operating Officer for Auburn Hills, Michigan-based DURA Automotive Systems. In this role he is responsible for all strategic growth and operational initiatives across the global enterprise which includes operations in 15 countries spanning Asia, Europe, North America and South America. DURA is a leading tier one supplier of mechatronics, lightweight structural systems and luxury trim systems to premier automotive brands. Under Tyrone's leadership, DURA has instituted an operational excellence transformation strategy to ensure the efficiency and flexibility needed to thrive during the next technological period of mobility evolution. Utilizing a balanced scorecard methodology, his approach tackles all aspects of agile organizational development from employee engagement, mentoring and environmental leadership, to disciplined value stream mapping, quality, and profit and loss focus.

Tyrone joined DURA in 2015, following an accomplished operations and general management career of 25 years with General Motors (GM) and four years with United Technologies Corporation (UTC). He has served prominent roles as Executive Vice President of Global Operations and Global Senior Vice President of Manufacturing Operations, Purchasing, Technology and Engineering, during his tenure with GM and UTC. Tyrone's leadership experience includes responsibility for 172 international operating locations, strategic mergers and acquisitions, deep P&L background, and global supply chain networks and engineering centers where he achieved market benchmark levels of talent development, product and process execution, lean/quality systems, and marketing and sales performance.



Tyrone received his Executive Aerospace & Defense Master of Business Administration (ADMBA) – in Operations, Strategy & Finance from University of Tennessee, a degree in Pre-Law from Eastern Michigan University and a degree in Industrial Engineering Technology from Purdue University. He is a standing member of the Golden Key International Honor Society, the Honor Society of Phi Kappa Phi, Who's Who among the Top 100 Global Operations Executives & Professionals and a member of Alpha Phi Alpha Fraternity.

He currently serves for UTC on the Economic Development Board of Directors in Singapore, the Trustee Board of Directors for Think Detroit/PAL (Non-Profit) Organization and the Advisory Board of Directors with Indebras Automotive Electronics Corporation in Brazil. In the past he held board of director positions with Black Voices Inc., - Chicago Tribune Internet Division; Digital e-Commerce Board for GM, Mexican Automotive Strategy Board for GM, and the state of Michigan - Flint Township Economic Planning Development Commission.

Whether exercising his black belt(s) in the Octagon or knocking out waste on the shop floor, Tyrone never loses sight of the importance of mentoring and fostering growth of his teams. He challenges people in his life to get involved in the “give back” process. To that end, he has served as Senior Board Director for GM’s African American Network membership. He was a Founder and Senior Executive sponsor of UTAS’s mentoring program and the African American Affinity Forum. Jordan is also a recurring guest lecturer for the executive education and graduate business school for the University of Tennessee in Knoxville, TN.

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