

Automotive: Ford Bets on U.S.

While the auto industry has been experiencing record sales for the last few years, insiders are expecting sales to return to a “more natural demand”. Record highs in the stock market coupled with lower gas prices have sent consumers clamoring into showrooms looking for vehicles with the newest technology. In an effort to stay ahead of the consumers’ desire for new technology, Ford has scrapped plans to build a new \$1.6 billion factory in Mexico, instead Ford will expand its Flat Rock, Michigan facility with a \$700 million investment in the site. The move will keep production of new models, sporting new technology, closer to the engineering teams tasked with new product innovation.

Ford executive Mark Fields recently told his team that “the era of the electric vehicle is dawning” then went on to say that Ford plans “to be a leader in this exciting future”. With electric vehicles expected to outsell traditional gasoline powered vehicles within the next 15 years, Ford is poised to lead that growth with a \$4.5 billion investment in electric vehicle and hybrids over the next 5 years. The plan includes the introduction of 13 new models over the next 5 years, including a small, electric sport-utility vehicle with 300 miles of battery range and a “high-volume autonomous vehicle designed for commercial ride-hailing or ride-sharing.” The \$700 million investment in the Flat Rock, MI facility is just one step in Ford’s plan. This investment will convert 700 temporary roles into full time, permanent roles and transform the site into a more modern facility.

While some heralded Ford’s decision as a victory for President Trump, others believe the move is in response to customer demand for newer technology. Ford’s leadership envisions a future of electric and autonomous vehicles. If they are right, keeping production of these new innovative vehicles in Michigan, only a few miles from their engineering center, is a wise move to enable faster new product launches.



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Meet the Team



Practice Area Director, Automotive— Tiffany Jajack

Tiffany Jajack is the head of our automotive practice area. Tiffany grew up in Connecticut, and earned her BA in psychology from Mount Saint Mary College. Tiffany has called many places home including North Carolina, Kansas, Kentucky, Texas, and now South Carolina. She joined PinPoint Solutions with over 10 years of experience in recruiting specifically in the manufacturing, administrative and healthcare fields. Over the years, she has learned the art of matching the best, most qualified person to the right job. You can reach Tiffany at tiffany@pin-pointolutions.com or via phone, 864-271-8878 to discuss talent needs you may have.



Search Consultant— Elisa Edmondson

Elisa Edmondson began her career with PinPoint Solutions in July of 2015 after graduating with a Bachelor of Arts in Communication Studies from Furman University. Elisa initially supported PinPoint's partnership with an automotive supplier through social media recruitment and strategic marketing. Currently, she works as a Contingency Recruiter as part of the automotive recruiting team within PinPoint while leading the Japanese Automotive Practice Area, an initiative to build relationships with Automotive OEMs and their suppliers originating in Japan. You can reach Elisa at elisa@pin-pointolutions.com or via phone, 864-312-6421 to discuss talent needs you may have.



Executive Recruiter- Jonathan Kennedy

Jonathan Kennedy is an executive recruiter for Pin-Point solutions. He graduated from Bowling Green State University in Ohio with a degree in Psychology. While working at PinPoint Solutions, he has learned vital tools and skills in order to better serve clients and applicants. Today, he specializes in automotive and aerospace practice areas to find top candidates in these fields. You can reach Jonathan at johnathan@pin-pointolutions.com or via phone, 864-385-6497 to discuss talent needs you may have.

