



Michael D. Senneff
Product Safety Help LLC

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AREAS OF EXPERTISE

- Agriculture/ Farm Equipment & Machines
- Garden/Lawn Equipment
- Labels & Warnings
- Machine Safety
- Machinery & Equipment
- Product Defects
- Product Design
- Product Liability
- Products Liability Investigations
- Safety Regulation
- Safety Risk Analysis
- Vehicle Fire Cause and Origin
- Warnings & Instructions

MANUFACTURING AND DESIGN EXPERIENCE SUMMARY

- Employed by the John Deere Harvester Works, a manufacturing unit of Deere & Company from April 19, 1976 to July 1, 2006. Manager of unit product safety program from 1992 to 2006.
- Numerous years of experience designing tooling, fixtures and equipment for combine and header assembly
- Designed electrical test fixtures and machines powered by hydraulics and electric motors
- Manager of Deere corporate product safety department from July 1, 2006 to 31 October 2010 (retirement)

CURRENT TECHNICAL SOCIETIES, COMMITTEE MEMBERSHIPS, CERTIFICATIONS

- American Society of Agricultural and Biological Engineers- *Lifetime Member*
- ISO Safety Standards Committee for Agricultural, Forestry, Lawn and Gardening Machinery
 - *Member* - Technical Committee 23, Technical Committee 23/SC3
 - *Member* - U.S. Technical Advisory Group for Technical Committee 199 - Safety of Machinery
- Certification: NAFI Fire and Explosion Investigator, No. 9722-4573, *Certification*

RECENT PRESENTATIONS

- 2015 February, Georgetown University, Washington, D.C., *'An Overview of the European Union's Regulatory Approach to Agricultural Machinery Safety through the Machinery Directive 2006/42/EC'*.
April, Association of Equipment Manufacturers, *Advanced Studies in CE Marking*
- 2021 April, Association of Equipment Manufacturers
Machine Compliance Audits - The 'What', 'Why' and 'How'

AWARDS AND RECOGNITIONS

- 2008 American Society of Agricultural and Biological Engineers NAMIC Engineering Safety Award.
- 2010 American Society of Agricultural and Biological Engineers Evelyn E. Rosentreter Standards Award.