

SPEAKER BIOGRAPHY

Rick Heilshorn, MBA, MSeng, Lean Six Sigma Master Black Belt

Founder & CEO

MAD-Ai



Rick Heilshorn is a manufacturing quality leader and entrepreneur dedicated to solving the industry's most persistent bottleneck: the gap between complex quality standards and human capacity.

As the Founder and CEO of MAD-Ai, Rick leverages two decades of automotive engineering leadership to integrate AI into the workflows where precision is non-negotiable—quality, compliance, and continuous improvement.

Rick's perspective was forged at Honda of America, where he spent nearly seven years driving regional standardization and supplier development as a Lean Six Sigma Master Black Belt.

He later oversaw quality operations for all U.S. plants at Faurecia Automotive Seating. Having managed the high-stakes pressure of New Model launches and regional quality crises, Rick saw firsthand that traditional MRO and quality systems were failing to keep pace with modern data demands.

In 2023, Rick transitioned to entrepreneurship to bridge this gap. After co-founding the consultancy Mentor Systems South, he launched MAD-Ai to deliver a "digital workforce" of specialized AI agents.

His platform transforms the most labor-intensive tasks in manufacturing—such as automating PPAP reviews across all 18 elements and accelerating 8D problem-solving—allowing teams to extend capacity without increasing headcount.

Recognized by *Marquis Who's Who* in 2024 for his work in AI-driven industrial disruption, Rick holds a BS in Mechanical Engineering, an MS in Engineering, and an MBA.

He remains a hands-on practitioner who views AI not as a replacement for the professional, but as the essential tool to augment human capability in the next generation of industrial growth.