

# Jim Vinoski

Visiting Fellow



## Full Bio

Jim Vinoski is a leading voice in American manufacturing, blending over 30 years of hands-on industry experience with insightful journalism, authorship, and multimedia storytelling. As a longtime Forbes contributor and now via his Substack, he has authored more than 300 articles—garnering nearly two million pageviews—exploring critical trends like reshoring, skilled labor shortages, AI adoption, and the resurgence of U.S. production. His work challenges conventional narratives, such as the myth that manufacturing jobs can't return to America, and highlights innovative companies driving economic vitality as well as all the unsung heroes of US industry.

Jim is a best-selling author, sought-after keynote speaker, and host of the acclaimed Manufacturing Talks web show and podcast, where he interviews industry leaders to share “millions of cool stories in manufacturing.” Through his consultancy, Firesteel Industrial Solutions, he helps manufacturers craft effective business growth strategies and compelling marketing narratives to thrive in a competitive global landscape. A veteran of iconic brands like Ralston Purina and General Mills, where he developed and manufactured products from yogurt to cereal to bourbon, Jim's expertise spans operations, M&A, engineering, continuous improvement, and business strategy. He holds a B.S. in Mechanical Engineering from Christian Brothers University and has pursued postgraduate studies in economics and supply chain management.

Passionate about inspiring the next generation, Jim advocates for skilled trades through his involvement in Scouting and co-authorship of the book on robotics in education. His next book, about 22 of the best American manufacturers he has discovered in his industry studies, will be released in spring of 2026.

Based in Grand Rapids, Michigan, he is dedicated to celebrating manufacturing as the “backbone of communities, economies, healthy and productive citizens, and a strong nation.”