

**ROBERT A. DOUGLAS**  
[rdouglas9999@comcast.net](mailto:rdouglas9999@comcast.net)

14839 Runnymede Drive  
 Shelby Township, Michigan 48315

Residence: 586-566-6740  
 Cell: 586-206-2677

## **CAREER SUMMARY**

Senior Sales Executive educated in Mechanical Engineering with an MBA and a career focused in the global automotive industry. Diverse background in highly engineered and safety critical products with an excellent mechanical aptitude. Experience spans the continuum from production supervision in a union environment, through hands on engineering and product design, to sales and executive management. Excels in strategic planning. Skilled mediator, excellent leadership skills and effective negotiator of large dollar contracts. High energy, strategic thinker, excellent judgment, with consistent and demonstrated success.

## **PROFESSIONAL EXPERIENCE**

TRW AUTOMOTIVE, Livonia, MI \$13B

1985-2008

### **Sales Director - Linkage and Suspension Division, Washington, MI 2005-2008**

Developed Strategic Plans for business growth and directed four senior business managers and revenues of \$300M. Key customers: Ford, Chrysler, GM, Dana, Tower, Metaldyne, Benteler, ACH, Delphi, and Mutimatic.

- Led the sales function of a newly created Strategic Business Unit charged with managing the potential sale or expansion of the core business which resulted in two divesture offers.
  - Created a lean environment in the SBU and implemented best practice processes that reduced turn around time on quotations and gained new business.
- Negotiated retention of \$200M suspension products through 2012 with Ford and Chrysler.
  - Balanced OE customer productivity demands through cost reductions and negotiated recovery of material demands.
  - Improved product functionality through product design changes.
  - Achieved "reward zone" status with Ford and Chrysler.
- Increased sales revenue by \$24M through innovative non core stamped technology in the small car market.
- Negotiated recovery of \$16M on a cancellation claim for Aluminum Control Arms.
- Increased sales by \$3M through the addition of seven non traditional new customers.
  - Including: Bombardier, Caterpillar, Ping, Linamar and Edscha and creating a hedge against NA OE production variances.
- Successfully negotiated a forecasted 60% recovery in material economics for 2008.
- Regained market presence on inner / outer tie rods via global leveraging by securing 6.6M units / year on NA and global platforms with Ford / ACH and Delphi / GM by 2010.

### **Sales Director - North America Braking, Livonia, MI 2002-2005**

Directed five senior business managers, revenues of \$425M; charged with regaining North American braking product business and enter the vehicle stability control market. Key customers; Chrysler, Mercedes and Mitsubishi.

- Increased sales revenue by \$240M in cast products, actuation, foundation brakes and vehicle stability control.
  - Achieved annual growth rate > 10% through 2010 through effective battle plan strategy. Exceeded corporate objectives.
  - Achieved certification as a third slip control supplier to Chrysler.

- Negotiated and secured the first slip control award on Dodge Ram.
- Achieved “trail rated” certification which positioned TRW for incremental vehicle stability control business with Jeep.

TRW, ( continued )

### **Sales Director - North America Braking, Livonia, MI**

- Successfully negotiated \$12.8M recovery of Material Inflation on cast products and managed seven resource actions created by Ch. 11 supplier bankruptcy.
- Secured \$40M common caliper business. Developed global strategy for Chrysler, Mercedes and Mitsubishi.
  - Managed Linear Price Performance and Cost Regression Analysis
  - Increased margin by \$2.5M through VAVE initiatives.
- Supported Operation reviews, Business Unit Review and long range planning process through 2012 at corporate level, improving long range business strategy.
- Managed customer confidence during acquisition of Lucas Varity Kelsey Hayes through effective communications and risk management, as well as during the sale of TRW Inc. to Northrop Grumman and spin-off of TRW Automotive to Blackstone.

### **Business Manager Customer Development Braking, Livonia, MI 2001-2002**

Managed the Ford Motor Company account including Jaguar.

- Increased sales by \$125M in cast products, actuation, foundation brakes and slip control.
  - Achieved annual growth rate > 6% and exceeded corporate objectives.
  - Won \$48M Vehicle Stability Control business on Mustang and Windstar.
  - Improved margin \$1.2M on pre-launch design changes.

### **Senior Account Manager Chassis**

1994-2001

- Secured \$120M / year for eight-year product cycle on Aluminum Control Arm Business on Ford F-Series, Expedition and Navigator platforms.
- Initiated introduction of TRW as a supplier of chassis modules to Ford.
- Conducted market research and relayed findings to senior management to support forecasting and corporate decisions.
- Supported engineering by developing and presenting product proposals to customers and responsible for providing key account information to finance, marketing, planning and manufacturing. Prepare business cases and present to management in CQA meetings.

### **Product Design Engineering**

1985-1994

- Direct liaison with customers and implemented design specifications into the manufacturing process. Be the voice of the customer within TRW and the voice of TRW at the customer.
- Participated and developed a strong cross functional environment ensuring products were developed from a Design for Manufacturability (DFM) perspective.
- Direct, review and approve the creation of product drawings, and test specifications. Release documents through the Work Manager PDM process.
- Lead cross functional design reviews.
- Developed and conducted appropriate test and validation plans. Create tests that replicate field performance and established correlation between fields and lab test failure modes.
- Maintain up-to-date product files with supporting documentation (Test and Durability reports, etc.)
- Actively participate in the APQP process, supporting the organization through new program launches, as well as smaller product and process changes.
- Liaise with suppliers ensuring design manufacturability and cost effective.
- Co-ordinated and participated in costing, scheduling and building of prototypes to meet customer and internal validation requirements.

- Initiate and support the production cost estimating process.
- Lead the creation of dFMEAs and strongly support the creation of pFMEAs.
- Create technical presentations and reports as required.
- .Project management lead on some projects as required.

**Plant Superintendent**

1986-1987

GENERAL MOTORS OF CANADA, Powertrain St Catharines, Ontario

1980-1985

**Special Assignment**

1984-1985

**Manufacturing Supervisor**

1983-1984

**Process and Industrial Engineer**

1980-1982

**EDUCATION****MBA**, Technology Management, University of Phoenix

2001

**BSc**, Mechanical Engineering, University of New Brunswick, Canada

1980

**SALES TRAINING**

Attended in excess of 20 internal and external courses, including:

Finance for the Non Financial Manager - University of Michigan

Management Development – TRW

Six Sigma – Greenbelt Certified – TRW

Managing Multiple Projects, Objectives and Deadlines, Skill Path

Proficient in Microsoft Office Applications: Word, Excel, PowerPoint and Project.