



RICHARD L. HALL

2411 Bittersweet Place * Burlington, Iowa 52601
Phone : (319) 209-0514 * email : rickhall142@gmail.com

VICE PRESIDENT/GLOBAL PRODUCT DEVELOPMENT

Ambitious and optimistic Product Development Leader with over 30 years of international experience in the off-road vehicle and automotive industries. Proven abilities in strategic planning, program/project management, team building, innovation management and business process optimization. Quickly grasps complex concepts, analyzes and interprets ideas into a logical strategy. Demonstrated ability to motivate staff, leverage cultural diversity and control costs through the most effective uses of manpower and available resources to achieve maximum product development productivity.

AREAS OF EXPERTISE

STRATEGIC PLANNING
TEAM BUILDING
PROFITABILITY IMPROVEMENT
INNOVATION MANAGEMENT

NEW PRODUCT DEVELOPMENT
BUSINESS PROCESS RE-ENGINEERING
PROGRAM/PROJECT MANAGEMENT
ORGANIZATION DEVELOPMENT

PROFESSIONAL EXPERIENCE

Product Development Services, LLC President

Feb 2009 to present

Provides expert witness and management consultation on Product Development Services, including Market/Customer Research, Strategic Planning, Competitive Benchmarking, Program Management, Product Design and Development Processes, Product Validation and Manufacturing Launch Support.

CNH Global/Case Corporation

1975 to Feb 2009

Vice President – Product Planning and Process Improvement

2006 to Feb 2009

Responsible for Global Construction Equipment (CE) Product Portfolio Management and Planning, for Engine Strategy and Program Management, for Telematics and Diagnostics Strategy and for Process Improvement and Engineering Tools Development and Deployment

- Led team of (17) Global Product Managers to create and maintain the CE Product Evolution Plan and associated schedules and documents
- Led Engine/Engine Systems Engineering Team to deliver robust designs that met the demands of off-road diesel exhaust emissions regulations while maintaining cost-effective performance for the customer.
- Developed and implemented strategy for Telematics and Diagnostics for all Platforms
- Coordinated Product Styling initiatives across all CE Platforms, including creation and implementation of new Brand identification materials (decals, paint schema, etc.)
- Led various initiatives for improved process execution, for implementation of new engineering tools

Vice President – Product Governance and Engineering

2003 – 2006

Responsible for managing Product Strategy and Product Life-Cycle Management (PLM) Process Improvement activities for a \$4 B Construction Equipment (CE) business unit

- Developed and facilitated three (3) workshops to implement a new Global Product Development process, providing training for > 400 product development employees on three (3) continents
- Implemented an improved Product (Strategy) Planning process.
- Developed and implemented a Knowledge Management tool focused on skill development and knowledge retention for all disciplines of the CE Vehicle Platform Teams, with a particular emphasis on engineering.

Vice President – Engineering

2000 to 2002

Responsible for innovation management, component and sub-system technology and product development process facilitation.

- Led special corporate project to re-engineer product life-cycle management (PLM) processes including new product development and current product management with estimated savings up to \$20 million annually.
- Led team of 20 highly skilled engineers. Developed advanced technology and innovation plan resulting in projects that generated over 30 invention disclosures with 20 patents granted in 3-year period.
- Developed and introduced an industrial vehicle telematics product called Fleet Link.
- Implemented Global Technology Communities; teams of specialists formed to facilitate technology sharing and standardization.

**Director of Product Development
Burlington, IA 52601****1991 – 2000**

Responsible for managing new product development programs for \$750 million light and medium construction equipment business.

- Led global, cross-functional teams of up to 150 employees with program expenditures ranging from \$10 to over \$100M.
- Developed and introduced new 5 model loader backhoe family at 3 manufacturing locations (North America, Europe & Brazil) that achieved 20% margin improvement and 50% reduction in manufacturing complexity.
- Developed and introduced new skid steer loader family that included 4 new models and achieved 15% margin improvement.
- Developed and introduced new crawler dozer family with 10% margin improvement and 30% reduction in manufacturing complexity.
- Developed a totally new range of horizontal directional drills featuring 3 models and a high degree of system standardization with core products.

**Director of Engineering - Europe
LePlessis France****1987 - 1991**

Responsible for product engineering for 4 product families developed at 5 facilities in 3 countries with an annual operating plan of \$20 million. Led global product development activities for 10 model family of hydraulic excavators, introducing new advancements in integrated electronic control systems. Served as Engineering representative on European Business Unit staff reporting to the Managing Director.

**Product Manager/Manager of Engineering
Wausau, WI 54401****1975 – 1987**

Progressed through a series of engineering positions and transitioned to the worldwide product management department in 1985. Functioned as design engineer, test engineer, product planning manager, chief engineer and manager of engineering. Responsible for an engineering department of 80 professionals and a \$75 million test and development center. Led global factory product council for products manufactured in France and marketed in North America.

**FORD MOTOR COMPANY
Dearborn, MI.****1972 – 1975**

Progressed through a series of engineering positions in the Heavy Truck Division. Functioned as advanced development engineer, test engineer and vehicle engineer.

EDUCATION

MBA – University of Wisconsin – Oshkosh, 1984
MSME – University of Michigan, 1974
BSME – University of Wisconsin – Madison, 1972

PROFESSIONAL AFFILIATIONS

Member, Product Development Management Association
Member, Society of Automotive Engineers