

KEVIN M. KENNEDY

SUMMARY OF QUALIFICATIONS

Sales, marketing and general management executive with a background in international markets and companies. Proven record of growing sales and profits as well as personnel and corporate reputation. Extensive experience in sales, marketing, engineering and program management functions. Able to work in a wide variety of corporate cultures. Key attributes are teamwork, financial acumen, technical ability and leadership.

Background and experience in the following:

- Restraint Systems Development
- Interior Products
- Stamping and Metal Products
- Organizational Development
- Customer Relations Management
- Marketing and Public Relations
- Japanese Business Practices
- European Business Practices
- Budgeting and Forecasting
- Finance and Accounting
- New Product Development
- Problem Solving

EXPERIENCE AND ACCOMPLISHMENTS

TAKATA, AUBURN HILLS, MI

2004 - Present

EXECUTIVE VICE PRESIDENT, 2015- Present

Responsible regionally for all Customer Business Units(CBU) activity including Sales and Application Engineering. Also responsible regionally for Program Management, Core Engineering, Information Technology, Marketing and Public Relations activities.

SENIOR VICE PRESIDENT - Global Chrysler Fiat Business Unit, 2012-2014

Responsible for all engineering, sales and program management of the global Chrysler Fiat Business unit. This also includes complete Profit and Loss responsibility for the business unit. Contained within this business unit are also Fisker Automotive and Tesla. Current global sales are approximately \$300M in annual sales with a total of 45 associates in 6 different countries.

SENIOR VICE PRESIDENT –Sales and Marketing, 2006-2012

Directs all commercial activities for the Takata Safety, Takata Electronics and Irvin Trim Divisions. This includes marketing and PR activities as well as commercial negotiations, customer relations management and strategic plans.

- Integrated three separate divisions into one department resulting in improved customer focus, product strategy, and communication while at the same time reducing headcount and departmental expenditures.
- Implemented departmental procedures and policies to insure compliance.
- Improved customer relations while at the same time exceeding sales goals for each of the last 5 years.
- Received President's Award for management of GM, Chrysler and Lear bankruptcies resulting in zero impact to the balance sheet.

DIRECTOR – General Motors Sales, 2004-2006

Responsible for all commercial activities related to the General Motors account in North America. Also served as Global Customer Lead for GM coordinating and directing activities worldwide.

- Greatly improved customer relations with GM across all product lines leading to GM Supplier of the Year Award in second year.
- Penetrated new product lines with GM to grow the account including two global awards that totaled \$350 Million in annual revenue.
- Organized and staffed the department to eliminate waste, improve work flow and focus on key goals.

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GST AUTOLEATHER, SHELBY TOWNSHIP, MI

2004

SENIOR VICE PRESIDENT – Sales, Marketing and R&D

Responsible for all commercial and technical activities related to the development and sale of leather components to all OEM and Tier 1 customers globally.

- Reorganized and streamlined the sales and technical departments to better serve customers and facilitate growth.
- Primary focus of the job was to integrate sales, program management and R&D to support new business acquisition and launch.

TOWER AUTOMOTIVE, ROCHESTER HILLS, MI

2002-2004

VICE PRESIDENT – North American Sales and Marketing, Body and Suspension Structures

Responsible for all commercial activities related to the Body and Suspension Structures Business Unit of Tower Automotive.

- Implemented systems and procedures to plan, secure and develop new business that resulted in exceeding Business Unit sales goals by over 20%.
- Negotiated and secured \$35 Million in additional business with Nissan and over \$100 Million in new business with Toyota in support of Strategic Plan Initiative of diversifying the customer base.

TRW OCCUPANT SAFETY SYSTEMS, WASHINGTON, MI

1988-2002

VICE PRESIDENT – Customer Development, 2000-2002

Directed all customer related activities for the Occupant Safety Group worldwide including sales, engineering and program management functions.

- Led a global organization that consisted of 7 direct reports and over 400 engineers, account managers and program managers for a \$3 Billion annual business.
- Reported directly to the CEO and consistently exceeded sales goals each year.

DIRECTOR – Ford Customer Development, 1998-2000

Directed all commercial and technical activities for the Ford Account including acquisition, annual negotiations, application engineering and launch support for the largest customer of TRW Occupant Safety Systems.

- Negotiated the single largest restraints award in TRW history of \$477 Million annual sales.
- Negotiated a joint venture agreement with a minority partner, Mexican Industries, to provide tier 1 minority credit to Ford Motor Company.
- Served as Global Customer Leader for all TRW product lines with Ford Motor Company in order to coordinate activities and present one face to Ford.

DIRECTOR – Ford Sales and Advanced Vehicle Technology, 1996-1998

MANAGER – Ford Programs, 1994-1996

MANAGER – Driver Airbag Design, 1992-1994

PROGRAM MANAGER – Ford Programs, 1990-1992

PROJECT ENGINEER – Ford Programs, 1988-1990

INLAND DIVISION, GENERAL MOTORS CORP., DAYTON, OH

1982-1988

PROGRAM LEADER – Steering Wheels and Air Bags

Responsible for product development of air bags, steering wheels and horn pads. Primary technical interface with Cadillac and Buick Car Divisions. Functioned as on-site engineer for three years.

EDUCATION

MBA, Business Administration, University of Phoenix, 1994

BS, Electrical Engineering, General Motors Institute, 1982

LEADERSHIP POSITIONS

Vice Chairman, Automotive Safety Council – 2010-2013
Chairman of the Board, Traffic Improvement Association – 2011-2014
Board of Directors, Traffic Improvement Association – 2006- Present
Board of Directors, Crime Stoppers of South East Michigan – 2011-Present