

ROBERT KITTLE

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VICE PRESIDENT – SALES, MARKETING, NEW BUSINESS DEVELOPMENT

Comprehensive Business Vision and Demonstrated Success In:

- **Strategic Business Planning and Development**
- **Organizational and Commercial Management**
- **Building and Driving Business Performance**
- **Global P&L Management and Accountability**
- **Hi-Tech Industry Discipline**
- **Financially Disciplined, Metrics Driven**
- **Big Picture Vision, Able to Communicate Down**
- **Municipal Leadership, & Budgeting**

- An entrepreneurial, results-focused Business Professional with more than 20 years of experience in developing strategic business opportunities in global multinational matrix business environment.
 - A creative cost cutter, willing to challenge the status quo and drive metric based financial decision making into any organization.
 - Extensive background analyzing markets, building tactical sales channels, structuring sales infrastructures, and executing sustainable customer commercial management and leadership programs focused on sustainability
 - Strong presenter, negotiator and team builder. Able to grasp complex concepts quickly and translate in a coherent and persuasive manner before executive boards, industry organizations, government leaders.
 - Recognized as a “bridge-builder,” possessing a unique ability to build and retain cohesive, high-performance multi-national teams. A diplomatic management style with the ability to excel in culturally diverse settings.
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CAREER HISTORY and SELECT ACHIEVEMENTS

THE KITTLE GROUP, Rochester Hills, MI

2006 - Present

An Efficiency Management consulting firm specializing in assisting organizations of all types to find new and improved ways to manage their business to achieve Peak Performance. Almost a ‘Turn Around’ company by nature, the company focus is always on Results Always a keen eye on Finance, the focus also emphasize people and process. .

PRESIDENT / SAFETY CONSULTANT

Created this consulting firm from ground level to fulfill two goals: 1) assist automotive suppliers and other businesses in analyzing their infrastructures and creating sound marketing, sales and commercial management strategies that will position organizations for long-term growth, profitability and recognition within their sector, and 2) work towards a government efficiency protocol that allows the usage of sound business strategies and seven years of municipal leadership to bridge private sector thinking into the public sector.

- Secured contracts with companies ranging in size from \$35M to \$6.5B. Retained to analyze sales and commercial team infrastructures, manage communications, improve organizational effectiveness, create market studies, identify M&A opportunities, bridge R&D to Marketing, and help in Right Sizing..
- Elected Official for the City of Auburn Hills. As the only business person on Council, heavy emphasis spent on Finances, Budget, Long Term financial Spends, Cost Cutting and developing a mindset of Long Term financial Independence and Sustainability. Many personal recommendations have generated savings to the City.
- Active supporter of highway safety programs. Assisted MADD (Mothers Against Drunk Driving) in rebranding their “Red Ribbon” campaign; Member of Local, State and Federal Highway initiatives. Active participant on Public Policy Initiatives in Washington DC. Currently engaging in a new initiative to study the effectiveness of existing Alcohol Sensing technologies.

TAKATA CORPORATION, Auburn Hills, MI

1994 - 2006

Takata is a leading manufacturer and OEM supplier of automotive safety systems. The Company employed 33,000 individuals in 46 facilities across 17 countries and generates in excess of \$4.2B in annual sales.

VICE PRESIDENT — GLOBAL SALES AND ALLIANCE PARTNERSHIPS (2001 – 2006)

SALES AND CUSTOMER RELATIONS DIRECTOR (1997 – 2001) • SALES MANAGER (1994 – 1997)

Continuously promoted throughout tenure with this family-owned Japanese company. Takata’s North American operations were unified and restructured in 1993, yet suffered from false starts when it came to executing a strategy to grow in North America. Recruited in 1994 to develop tactical sales plans and product strategies that would position the Company for industry leadership. As Vice President, heavy focus on the Financials, Strategy and Leadership

TAKATA CORPORATION, Continued

- Revitalized corporate vision from being a “manufacturer and supplier of automotive safety products” to becoming widely recognized as an organization that “Saves Lives,” thus strengthening corporate mission and integrity among the automotive industry and community.
- Developed and executed programs focused on long-term objectives, precision target identification, seamless product development systems, and recruiting and retaining quality sales professionals.
- Sustained a compounded annual growth rate of 17% while achieving the Company’s highest profitability percentages.
- Established the benchmark for cash flow and financial recovery for all customers globally.
- Plant performance improvements during growth phase largely attributed to the implementation of cross functional PD teams represented by all functional groups. Asset utilization was a key factor in decision making, followed by program execution and a mindset to guarantee launch successes.
- Recipient of numerous awards and recognition, such as the “2000 President’s Award” for sales excellence, recognized as the “#1 Seatbelt Supplier in North America” in 2002 by Automotive News, the “2005 Sales and Marketing Award” for market growth, and recognized numerous times by community associations such as MADD for contributions and commitment to automotive safety practices.
- Played a significant role in positioning Takata as the second largest OEM supplier of automotive safety products in the world.

ALLIED SIGNAL, Sterling Heights, Michigan

1987 - 1994

*An OE Manufacturer and supplier specializing in automotive safety parts, equipment, and systems.***ACCOUNT MANAGER — CHRYSLER TEAM (1989 – 1994)****COMPLIANCE ADMINISTRATOR — SAFETY RESTRAINTS GROUP (1987 – 1989)**

Recruited from Chrysler Corporation to coordinate technical sales programs. Worked closely across all lines of the company, as well as with customers. Ensured parts compliance with customer and industry specifications. Promoted to Account Manager on the Chrysler Team, responsible for managing 13 individual programs. Leveraged business relationships with Chrysler to expand penetration within new accounts.

- Successfully surpassed all customer relations scores with the Chrysler account and achieved the fastest turnaround on billable tool dollars, generating more non-budgeted cash than any other sales associate on the Chrysler Team.

EDUCATION**B.B.A., BAKER COLLEGE, Auburn Hills, MI • Degree in Business Administration****A.S., CENTRAL MICHIGAN, Mt. Pleasant, MI • Degree in Industrial Management / Marketing****BUSINESS and COMMUNITY AFFILIATIONS***Council Member: CITY OF AUBURN HILLS, MICHIGAN**Commissioner/Member: AUBURN HILLS PLANNING COMMISSION**Member: SOCIETY OF AUTOMOTIVE ENGINEERS (SAE)**Member: SALES AND MARKETING EXECUTIVES OF DETROIT**Board Member: TRAFFIC IMPROVEMENT ASSOCIATION OF OAKLAND COUNTY, MICHIGAN**Member: INTELLIGENT TRANSPORTATION SOCIETY OF MICHIGAN AND AMERICA**Member: THE GOVERNOR’S HIGHWAY SAFETY ASSOCIATION**Member: AUTOMOTIVE OCCUPANT RESTRAINTS COUNCIL**Former Vice Chairman: THE AUBURN HILLS ECONOMIC DEVELOPMENT CORPORATION**Former Member: GREATER WINDSOR DETROIT JAPANESE AMERICAN SOCIETY***TECHNICAL PROFICIENCIES****WORD • POWERPOINT • EXCEL • OUTLOOK • INTERNET APPLICATIONS**