

## **BEN R. LEVER, III**

### *Background*

#### **Education:**

BEE, **Georgia Institute of Technology**, 1969

MBA, **Wharton Graduate School**, University of Pennsylvania, 1973. Majored in Finance with other course work in Operations Research, International Finance and Marketing.

#### **Professional Experience:**

##### **College of Charleston**

--**Executive-In-Residence**, School of Business and Economics, 2001-present  
Teaching International Business, Marketing, Management and Organizational Behavior

##### **Ford Motor Company**

--**Executive Director, Market Research Office (Worldwide)**, 1995-1999.

Responsible for all market research conducted for Ford on a global basis, and development of strategy and organization for Ford's move to brand management. Developed new processes for quality evaluation, measurement of brands and their impact, new products and market segmentation.

--**General Marketing Manager**, Lincoln-Mercury Division, 1993-1995.

Responsible for Advertising, Product Plans, and Merchandising of Lincoln and Mercury Products for Ford Motor Company. Close work with Advertising Agency with significant budget for national advertising as well as dealer association advertising. Developed overall marketing strategy for Division and implementation including marketing plans and input into new products, sales promotion plans for both consumer and dealer incentives, and other promotional efforts. Total sales of approximately \$15 billion.

--**Segment Director**, Small and Mid-Size Cars, Product Development Group, 1991-1993.

Responsible for new car product development for over half of Ford's North American production (Ford Thunderbird, Mustang, Taurus, Mercury Cougar and others), as well as imported cars (Escort, Aspire) and cars planned for Europe (Cougar). Supervised direct planning and engineering staff of 200 people plus matrix organization of about 1000. Directed planning of new models from conceptual stage through production.

--**President, Ford of Japan & Executive Director**, Northern Pacific Business Development (Tokyo, Japan), 1988-91.

Responsible for Ford's business in the North Pacific and represented Ford's interest as a Member of the Board of Directors, Mazda Motor Corporation (Hiroshima) and Kia Motors (Seoul). Developed distribution system for Ford in Japan including negotiation of joint venture for sale of cars in Japan. Supervised export operations from Japan as well as sale of vehicles in Japan. Responsible for Product development of vehicles in Asia-Pacific. Developed proposals for new ventures in Thailand, China and other countries in Asia. Developed new business opportunities with existing partners. Managed Associations Strategy for Ford.

--**Western Regional Marketing Manager**, Ford Division, San Jose, California, 1985-87.  
Responsible for marketing of cars and trucks for 13 Western States.

--Other experience at Ford in Product Development and Marketing, and as Plant Engineer, Union Carbide Corporation and U.S. Army Officer, Signal Corps.