

# Larry Williams

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## Product Development Executive

A visionary executive specializing in people, process and product development combined with leadership of cross-functional teams. Skilled in delivering customer driven products from concept to full commercialization in a fast paced highly competitive industry. A history of breakthrough results in increasingly responsible assignments across diverse areas of product development.

### Areas of Expertise:

New Product Introduction · Cross Functional Team Leadership · Six Sigma · Quality Improvement ·  
Cost Reduction · Strategic Planning · Technology Portfolio Management

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## Executive Experience and Career Highlights:

### Chrysler LLC (1985 – 2016)

#### **Director Interior Engineering, Chrysler LLC**

8/11 – 9/16

Sr. Executive with total responsibility for managing all engineering activities for Chrysler's Interior Component and Systems organization. Responsibilities include, staffing, training, organizational development / global strategy for engineering organizations across three countries spanning two continents. Significant experience with design / development and release of interior components and systems. Proven capability with developing and directing global sourcing strategies for interior components.

#### *Key achievements:*

- Managed over \$9 billion dollars of components and systems while leading over 600 engineers globally.
- Recorded a 50% improvement in warranty conditions over a 5-year period.
- Implemented a new 3-dimensional virtual lab reducing annual ERD expenses by \$500k

#### **Chief Engineer – Chrysler 200**

1/11 – 7/11

Sr. Product Development executive with overall responsibility for directing the development of the new Chrysler 200 Sedan. Responsibilities include achieving all technical, functional and customer satisfaction metrics while managing a total investment exceeding \$2 billion dollars.

#### **Chief Engineer – Dodge Journey**

2009 - 2010

Sr. Executive with cradle to grave responsibility for developing the product development plan and achieving all technical, functional, and financial metrics for the new Dodge Journey.

#### *Key achievements:*

- Developed and orchestrated a product development plan delivering the 2011 Dodge Journey from concept to production in 14 months (38% reduction in lead time), and \$24 million dollars under budget.
- Led the effort reducing current vehicle quality cost by over \$90.00 per unit.

**Director - Interior Engineering, Jeep and Truck Product Teams**

2008 - 2009

Global responsibility for leading the design and development, from concept to final delivery, of all interior components and systems for all Jeep and Dodge Truck branded vehicles. Manage a complex network of external suppliers who provide over \$2 billion dollars in components for all Jeep and Truck interiors. Direct a staff of 114 engineers, technicians, and designers on two continents.

*Key Achievements:*

- Implemented a decentralized budgeting process and overcame a projected \$5 million-dollar shortfall.
- Led the design, financial and manufacturing feasibility activities which confirmed the interior concept development for the 2011 Jeep Grand Cherokee, Dodge Durango, and Jeep Wrangler vehicles.
- Co-developed a procurement strategy for over \$4 billion dollars of interior components.

**Director - Materials Engineering and Joining Technology**

2006 – 2008

Global responsibility for managing specification development and future technology planning for all raw materials and joining applications.

*Key Achievements:*

- Created an atmosphere allowing Materials and Joining Technology departments to record 20% morale, and 12% operational efficiency improvements, combined with over \$200 million dollars in raw material cost savings.
- Collaborated with Mercedes Group Research developing future technology roadmap strategies for advance material development.
- Served as the Chrysler representative on the USCAR Technical Leadership Council and the American Iron and Steel Institute Joint Policy board.
- Selected by the Vice President of Core Components and the COO for a special assignment leading accelerated material cost reduction initiatives for two cross-functional teams. The teams successfully accumulated over \$160 million dollars of savings and exceeded our internal target by over 15%.

**Sr. Manager - Pacifica Program Management and Vehicle Synthesis**

2004 – 2006

First Sr. Manager selected to receive overall vehicle responsibility. Responsibilities included achieving all external and internal metrics, aligning procurement strategies.

*Key Achievements:*

- Spearheaded the development of the 2007 Chrysler Pacifica into the final production phase.
- Successfully managed a budget of \$32 million dollars and delivered the 2007 Chrysler Pacifica within an accelerated period.

**Sr. Manager - Jeep Quality and Reliability**

2002 – 2004

Global responsibility for managing the quality and reliability engineering activities for all Jeep branded vehicles.

*Key Achievements:*

- Facilitated the organizational planning, budgeting, and training for over 100 engineers on two continents.

- Assisted in the implementation of proactive and reactive quality improvement training programs (Black belt, Shainin and Kepner Tregoe) for Jeep Quality & Reliability engineering.
- Achieved double-digit improvement in warranty conditions and reduction of warranty expense.

**Sr. Manager - Resident Engineering**

2000 – 2002

Directed all quality improvement efforts for the 2000 Jeep Wrangler and 2001 Jeep Grand Cherokee.

*Key Achievements:*

- Developed a training and rotational assignment process that was recognized as the benchmark for all Chrysler Plant Vehicle Engineering organizations.
- Collaborated in a redesign of the Jeep Quality improvement process resulting in a 12% reduction in warranty expense.

**Education & Training**

**University of Detroit Mercy, Detroit MI:**

- Bachelor of Science Mechanical Engineering, 1984
- Master of Business Administration (Finance and Marketing concentration), 1995

**Eckerd College Leadership Development Program (LDP):**

**University of Chicago Graduate School of Business (GSB) Financial Analysis for Non Financial Managers program:**

**DaimlerChrysler Director Seminar:**

**Quality Training:**

- Certified Greenbelt Design for Six Sigma.
- Shainin top 5 executive problem solving manager
- Kepner Tregoe problem solving and analysis
- Design for Six Sigma Project Sponsor

**Community Service Awards & Affiliations:**

- 2013 Black Engineer of the Year Honoree (Visionary Award Winner)
- Chrysler African American Network (CAAN) board member
- Mentor for Chrysler African American Network, Women’s Forum and Asian American Network
- Selected for Who’s Who in Detroit for 2008
- Chrysler’s Executive sponsor for NCAT Engineering College

Non executive experiences and professional references are available upon request.