

Don DeVeaux

37481 Turnberry Court
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EMPLOYMENT

- 2018 - present **Adjunct Professor, Michigan State University – East Lansing, MI**
Faculty member of the Marketing department. Responsible for teaching courses in the Master of Science in Marketing Research program including Marketing Management, Client/Research Practices, Capstone Projects and Market Research Consulting Projects.
- 2018 - present **Team Leader – GM Student Corps, GM – Detroit MI**
Retiree team leader for Detroit Collegiate Preparatory High School at Northwestern. Manage team of 3 retirees, 1 college intern and up to 10 high school juniors and seniors for 10 weeks each summer working on community projects and life skills in the city of Detroit.
- 2015-2017 **Global Lead - Learning, GfK – Nuremberg, Germany**
Responsible for training and development for nearly 14,000 GfK employees including development of in-person and online/e-learning curriculum and individual training programs. Managed a team of 10 learning professionals in London, Paris, Nuremberg and Sofia.
- 2011-2014 **Global Lead - Automotive, GfK – Nuremberg, Germany**
Responsible for GfK's global automotive business of nearly \$100M in annual revenue representing nearly 300 automotive professionals globally.
- 2005-2015 **Managing Director, GfK Automotive – Southfield MI**
Responsible for business unit representing \$15-20M in annual revenue from both ad-hoc and syndicated research studies and over 30 employees. Member of GfK Custom Research North America management board.
- 2000-2005 **Executive Vice President/Chief Operating Officer, NOP World Automotive – Southfield MI**
Responsibility for Custom Ad-hoc Research, Operations, New Product Development, Office Management, Marketing, and Information Technology.
 - Successfully integrated NOP Auto Inc. and Allison-Fisher (AFI) custom business into single unit in 2004 representing \$5M in revenue
 - Lead development of expansion of AFI products internationally including Europe, Canada, and Mexico. Achieved growth of \$1.5M in revenue in Canada/ Mexico expansion over four years.
- 1999-2000 **Brand Development Manager, Pontiac-GMC Motor Car Division, General Motors**
Responsible for Pontiac-GMC's divisional brands in the areas of portfolio management, design interface, business planning, and market analysis.
 - Lead development of Pontiac and GMC category market positioning including overall marketing, product, pricing, and retail/fleet sales strategies.
 - Lead divisional product portfolio analysis efforts including issue identification and resolution.
 - Established and facilitated continuous improvement in business planning processes including field interface, performance tracking, and annual business/brand planning process.
- 1997-1999 **Director, North American Market Analysis, General Motors**
Responsible for sales reporting, sales analysis, and forecast analysis for GM's North American Region including:
 - Analysis and communication of industry and GM market performance to GM leadership through monthly meetings attended by North American Strategy Board.
 - Developed key messages and serve as chief spokesperson for GM monthly sales performance in media briefings (e.g. New York Times, Wall Street Journal, USA today).
 - Performed market analysis of topical issues in conjunction with key stakeholders (e.g. Brand Teams, Finance, Production Control).
 - Provided market analysis support through direct interface with top executives (e.g. Rick Wagoner, Jr., Ron Zarrella, Roy Roberts) on an on-going basis.

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- 1996-1997 **Assistant Brand Manager, Marketing-Intrigue, Oldsmobile Division-General Motors**
Responsible for developing and overseeing the strategic and tactical marketing plans in support of Oldsmobile's Intrigue sedan representing 100,000-unit sales/year and \$2.3 billion revenue:
- Developed brand marketing plan (1998 advertising/sales allowance budget of \$175 million) in conjunction with key stakeholders (e.g. advertising, public relations, finance.)
 - Working with advertising agency, developed market positioning and advertising launch campaign -- "Intrigue/Intrigued?" TV launch campaign won "Best New Launch" at GM's inaugural advertising awards
 - Developed comprehensive promotions plan in conjunction with Frankel & Co. including unique awareness building activities and a major promotional tie-in (The X-FILES EXPO/Feature Film).
 - Intrigue Launch received PROMO magazine award, "Best Launch-Automotive Category", and the 1998 Reggie Award from the Promotional Marketing Association
 - Intrigue "X-FILES EXPO/Feature Film" tie-in campaign generated 55,000 conquest test-drives
- 1993-1996 **Marketing Manager, Luxury/Midsize Vehicles, Oldsmobile Division-General Motors**
Responsible for marketing strategy for the next generation Oldsmobile entry luxury sedan (Aurora V6), upper midsize sedan (Intrigue), and minivan (Silhouette). Developed and presented marketing specifications for GM Premium V6 engine family to GM Strategy Board for approval.
- 1992-1993 **Portfolio Manager, NAO Planning, GM North American Operations-General Motors**
Assisted in the development, reporting, and publication of GM's annual North American Product Plan/Product Portfolio including participation in GM's Global Small Car task force.
- 1991-1992 **Manager, Marketing Planning, GM Buick-Oldsmobile-Cadillac Car Group-General Motors**
Responsible for analyzing and advising management on product, market and business strategy issues affecting BOC marketing and manufacturing divisions. Published Luxury Market newsletter analyzing product/marketing strategies of import/domestic competition.
- 1987-1991 **Marketing and Product Planning Staff-General Motors**
Positions included: Manager, Worldwide Vehicle Database, Supervisor, Product Planning and Senior Product Planner. Responsibilities included overseeing a global sales database, development and publication of GM's bi-annual product plan and sales forecast and forecast development for small and large/luxury cars for North America. Developed forecast tool for Canadian market.
- 1986 **Production Supervisor, GM Fleetwood/Clark Assembly Plant-General Motors**
Summer intern; supervised Metal Finish group of 32 employees.
- 1983-1986 **Industrial/Manufacturing Systems Engineer-Cadillac Motor Car Division-General Motors**
Responsible for development of Management Information Systems for Cadillac plants including system specification, equipment acquisition and installation, software development, and training.

EDUCATION

- 1985-1987 **Master of Management with concentrations in marketing and management policy**
J. L. Kellogg Graduate School of Management, Northwestern University, Evanston, IL
GPA 3.9/4.0; Recipient of GM fellowship to obtain graduate business degree based on professional and academic performance; Member of Marketing Club, Beta Gamma Sigma honor society, "Special K" variety show creative staff and stage band.
- 1979-1983 **Bachelor of Science, Industrial and Operations Engineering**
University of Michigan, Ann Arbor, MI
Ranked in top 2% of graduating class; GPA 3.8/4.0; summa cum laude. Recipient of Arthur Andersen and Co. fellowship based on scholastic performance. Served as Teaching Assistant, IOE department and Music Director, WJJX, campus AM radio station.