

S. Paul Halata

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PROFESSIONAL CAREER SUMMARY

Multicultural automotive executive with 35 years experience managing all aspects of the business.

1999 – 2006

Mercedes-Benz USA, LLC, President and Chief Executive Officer

- Responsible for the import, wholesale and retail of all Mercedes-Benz products in the U.S. market with revenues of \$11Bil. Accountable for all operations of the company including the distribution, marketing, sales, aftersales and profitability of Mercedes-Benz operations in the U.S. Managed general restructuring of company's operations while delivering profitable growth. Drove annual sales volume from 170,000 to 225,000 units.

1997 – 1999

DaimlerChrysler UK, President and Chief Executive Officer

- Responsible for the importation, wholesale and retail of all Mercedes-Benz, Chrysler, Jeep, Dodge products, as well as commercial vehicles, in the United Kingdom with revenues of £3Bil. Accountable for all operations of the company including the distribution, marketing, sales, aftersales and profitability of DaimlerChrysler operations in the U.K. Managed substantial growth in all units.

1995 – 1996

DaimlerChrysler AG, Van Division, Senior Vice President, Worldwide Sales and Marketing

- Responsible for the planning, controlling, marketing, wholesale and retail of all DaimlerChrysler vans in all markets worldwide.

1988 – 1995

Mercedes-Benz Canada, President

- Responsible for the import, wholesale and retail of all Mercedes-Benz products in the Canadian market. Accountable for all operations of the company including the distribution, marketing, sales, aftersales and profitability of Mercedes-Benz operations in Canada including 50% of the retail network.

PERSONAL

- Born September 15, 1950 in Czech Republic
- Canadian/British citizenship
- Permanent resident (Green Card) in USA
- Married with two sons
- Bilingual (English and German)

AWARDS

- 2004 Good Scout Award, Boy Scouts of America
- 2005 Nat King Cole Award

BOARD MEMBERSHIPS

- Member of the Board of Directors, Laureus Foundation USA
- Member of the Board of Directors, Lyondell Chemical Company

MEMBERSHIPS

- Royal Automobile Club of London
- The York Club, Toronto, Ontario

After spending over 30 years with Daimler Benz/DaimlerChrysler, in various countries and functions, I felt it the right time to move into new areas of opportunity.