

GM Names Ferguson, Bingol to V-P Posts

DETROIT – General Motors has appointed senior executive Robert E. Ferguson to lead the global growth and development of the company's Cadillac brand.

In the newly created position of vice president, global Cadillac, Ferguson will be responsible for marketing, brand management and advertising for Cadillac in markets around the world.

The move is effective immediately and he will report directly to GM chairman and CEO Dan Akerson. Responsibility for sales is also expected to transition to Ferguson in the new year.

"Bob is a proven leader with vision and a will to win at this critical time for Cadillac," said Akerson. "He brings a deep business and marketing background that has been marked by delivering results at every stop and under every circumstance. The Cadillac brand will hit a higher gear under his watch."

Ferguson heads Cadillac at a time when GM's premium luxury brand is planning the most extensive round of product launches and upgrades in its history, and is poised to enter new international markets with industry-leading products like the XTS, ATS and SRX.

"I'm excited to join a talented team during a period of revitalized growth," said Ferguson. "The opportunity to strengthen and grow Cadillac is ours for the taking. More people in new markets will experience what makes Cadillac one of the industry's most revered brands."

U.S. vice president for Cadillac marketing Don Butler and U.S. vice president for Cadillac sales and service Chase Hawkins will report to Ferguson as he begins building out his global team.

Ferguson, 53, joined GM in 2010 and is currently vice president for global public policy.



Robert Ferguson



Selim Bingol

He is credited with helping GM strengthen its position and voice on Capitol Hill, and with its many regulatory agencies, on a wide range of business challenges related to energy, tax, labor and finance policy.

In that role, Ferguson has become particularly familiar with GM's product portfolio and advanced technology plans as the automaker contends with new fuel economy rules and safety regulations.

Prior to joining GM, Ferguson was at the business advisory and strategic communications firm Public Strategies, where he worked with a diverse and international group of clients as a senior strategist.

His work with the firm included providing international relations and crisis counsel to the president of the International Olympic Committee during the period leading up to and during the 2008 Olympic Games in Beijing, as well as leading strategy around several high-profile and complex financial and merger and acquisition transactions.

Before joining Public Strategies, Ferguson spent more than 10 years as an executive at AT&T,

most recently as the president of state legislative and regulatory affairs.

He also gained a depth of experience on the sales side of the business, as group president and CEO of SBC's Enterprise Business Services. In that role, he had responsibility for 10,000 employees – one of the nation's largest sales and engineering organizations at the time. During his tenure, Ferguson oversaw data services, Internet, long distance and customer service operations and grew revenues of \$5 billion and EBIT of \$1.9 billion.

Ferguson's previous responsibilities in Washington will be assumed by Selim Bingol, who will also retain his current communications role and will become vice president, global communications and public policy.

Bingol, who also will serve as chairman of the GM Foundation, will continue to report directly to Akerson and remain based in Detroit.

Bingol, 52, joined GM in March 2010, having served as a senior communications and public affairs strategist for a number of large, international clients across diverse industries.

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