



Faces of Flex

RON HEISER



Flex Chief Engineer

Ron Heiser is following a family tradition at Ford. His father was a Ford-UAW electrician, and that combined with seeing a Ford commercial as a youngster touting a vehicle's aerodynamic improvements led Heiser to pursue aerospace studies at the University of Michigan. He admits that aerodynamics gets a little extra attention in the product development process. Born in Detroit and raised in Dearborn Heights, Heiser and his wife and two children enjoy Michigan's abundant natural beauty.

BRETT HINDS



Advanced Engine Design and Development Manager

Brett Hinds has been part of Ford's powertrain team almost his entire career. He is manager of the team that developed Ford's new EcoBoost™ engines, the newest and most advanced engine technology in Ford's lineup. Thanks to excellent teamwork that focused on beating – not just meeting – objectives, his group brought this groundbreaking system to the market nearly a year sooner than a typical powertrain program. Hinds has been married for 17 years and has a son (13) and two daughters (9 and 4). He enjoys photography and home improvement projects as well as taking trips with his family.

PAT SCHIAVONE



North American Truck & SUV Design Director

Pat Schiavone has been designing cars and trucks at Ford for 21 years, including high-level work on two of Ford's most iconic vehicles: the Mustang and the F-150. The Akron, Ohio, native attended Detroit's College for Creative Studies, a renowned institution that has produced some of the best automobile designers in the world. Schiavone remains heavily involved with his alma mater as a mentor to students. Schiavone said he started drawing cars when he was about 3 years of age, and as the Flex proves, he's still going strong.

MIKE CROWLEY



Marketing Manager for Cars and Crossovers

Mike Crowley's insights from both customer and dealer perspectives have proved invaluable as Ford delivers well-received products. A native of California, Crowley grew up in Houston and graduated from the University of Texas. He started in the oil and gasoline industry, a natural career path for just about anybody in the Lone Star state, before migrating to the automotive industry. He began his automotive career just as the groundbreaking new 1986 Taurus was being introduced to dealers and has worked in several capacities at Ford, keeping people and relationships at the forefront of his work.

KATE PEARCE



Flex Marketing Manager

Kate Pearce has been involved with two of Ford's most notable success stories. She was the launch manager for Fusion before becoming the marketing manager for Flex. Pearce developed an interest in all things automotive as a motorsports enthusiast, which led her to volunteering at professional open-wheel races in the Northwest. That passion, combined with a business degree from Miami (Ohio), made her a natural fit at Ford. Pearce also is a classic car buff and owns a 1959 Lincoln Premiere Coupe – one of the longest production cars ever made. Like the Flex, it's also been known to turn a few heads on the road.