



| BIOGRAPHY



# Rob Hugo

Dynamic Experiences Supervisor, Ford Australia

Rob Hugo is the dynamic experiences supervisor for programs in Ford of Australia, based at the You Yangs Proving Ground at Lara, Australia.

The dynamic experiences team is part of the human-centered development teams who design, develop and deliver customer-centric products. Among other responsibilities, his team is responsible for delivering off-road and trailer-tow attributes for various vehicle programs, including the Ford Ranger.

Hugo moved to Australia in August 2006 to take up the position of vehicle integration supervisor, working on Ford Falcon and Territory. In 2013, he spent three years working on small vehicle programs in the Asia Pacific region. In 2016, Hugo started working on the Ranger and Everest programs within vehicle integration before moving into his current role in 2019.

Before arriving in Australia, Hugo held various automotive positions in the U.K., including at Jaguar and Land Rover, and worked on various products, including the Land Rover Defender and the Jaguar XK.

Hugo started his automotive career as an apprentice working at Rover Group and Land Rover, before later earning a master's degree in manufacturing engineering at Coventry University in the U.K.

When not at work, he is a keen follower of motorsports, enjoying WRC, F1, BTCC and V8 Supercars. Hugo was always around cars growing up in the U.K., with his father and brothers working in the automotive industry for other OEMs and within the family vehicle dismantling business.

Hugo lives the Ranger life too, using his pickup as an integral part of Hugo family life, whether heading to work, taking his children to school, teaching them to drive, or travelling around Australia towing a horse float as part of his partner's passion for horses.

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