



## FORD MEDIA CENTER



# Don Butler

Executive Director, Connected Vehicle and Services, Ford Motor Company

Don Butler is executive director, Connected Vehicle and Services, Ford Motor Company, effective Jan. 1, 2014. He reports to Rich Strader, Vice President, Mobility Platforms and Products.

In this role, Butler is responsible for Ford's global integrated connectivity vision and strategy. He leads the development of a near-, mid- and long-term plan for implementation with the goals of delivering a best-in-class customer experience inside and outside of the vehicle.

Butler most recently was vice president, Cadillac Global Strategy for General Motors, where he led the development of the strategy for Cadillac's global expansion.

Butler began his 30-year career with GM, as an engineer, and went on to hold a variety of executive roles, including vice president, Global and OEM business for OnStar, GM's telematics business, and chairman and managing director of General Motors Egypt.

He left GM in 2009 to become vice president, Marketing and Product Planning for INRIX, a vehicle traffic and data services start up. He returned to GM in 2010 as vice president of Cadillac Marketing.

Butler earned a bachelor's degree in electrical engineering from the then-General Motors Institute, now Kettering University. He also holds an MBA from the Harvard Graduate School of Business Administration.

He is based in Dearborn, Mich.