Bob Holycross is Ford Motor Company’s vice president, Sustainability, Environment and Safety Engineering, effective December 1, 2019. He serves as the company’s top environment and safety officer, responsible for implementing sustainability best practices throughout the company and leading our global environment and safety strategy, policy and performance.

Prior to his current role, Bob was director, Sustainability, Homologation and Compliance (2018 to 2019). In this position, he was responsible for sustainable business plans and policies, environmental negotiations with regulatory bodies around the world, reporting on the company’s environmental and social performance, and engaging with non-government organizations and other outside stakeholders.

Previously, Bob was vice president of Sustainability, Environment & Safety Engineering, Ford of Europe, Middle East and Africa (2016-2018). In this role, he was responsible for ensuring compliance with environmental and safety regulations, as well as the development and implementation of the company’s environment and safety strategy, policy and performance in Europe, Middle East and Africa.

Bob began his career at Ford in 1993 as a Ford College Graduate. Since that time, he has held several engineering and supervisory positions related to streamlining and reforming regulatory protocols in support of Ford’s business plans. He has chaired several government and industry committees, testified before federal and state government bodies on environmental and energy matters, and moderated several third-party technical panels through organizations such as the Society of Automotive Engineers (SAE) and the U.S. Chamber of Commerce.

Bob earned a Bachelor of Science degree in Mechanical Engineering from Michigan State University. He also holds a master’s degree in Business Administration from Michigan State.

Bob and his wife have two children.