Linda Cash is vice president, Quality and New Model Launch Program, effective Jan. 1, 2018. She reports to Jim Farley, chief operating officer, Ford Motor Company.

In this role, she is responsible for driving quality processes throughout the design and production of Ford vehicles and for new model launches globally, ensuring alignment throughout the various business operations.

Previously, Cash was vice president of Manufacturing, Ford of Europe a position she held since Jan 1, 2016 when she was elected a Ford Motor Company officer.

From March 2015 to Jan 2016, Cash was director of Vehicle Operations for Ford of Europe.

Cash joined Ford in 1984 and prior to her European assignments, she held a series of leadership position within Ford’s manufacturing operations including executive director of Global Vehicle Operations in Manufacturing Engineering and executive director of Global Manufacturing Business Office.

With extensive experience in lean manufacturing at Ford, Automotive News Europe named Cash among the 25 leading women in the European auto industry for 2016. In addition, Cash played key roles in North America serving as plant manager of the Michigan Truck assembly facility, chief engineer for final assembly for Vehicle Operations in Manufacturing Engineering, and director of Manufacturing Engineering.

Born in 1962, Cash holds a bachelor’s degree in industrial engineering from Georgia Institute of Technology and a master’s in business administration from the University of Phoenix.