Richard Chen

Vice President, Strategy and Partnership, Ford Greater China

Richard Chen is vice president, Strategy and Partnership, Ford Greater China, effective May 16, 2018. Chen will be based in Shanghai, reporting to Anning Chen, president & CEO, Ford China. In this role, he will be responsible for overall China business strategic planning, as well as management of external partnerships and stakeholder relations.

Previously, Chen was vice president of Key Safety Systems, Inc. (KSS) and managing director and board director of Yanfeng KSS (Shanghai) Automotive Safety Systems Company, a joint venture of KSS and Yanfeng Automotive Trim Systems Company (previously Yanfeng Visteon Automotive Trim Systems Company), in China. Chen was responsible for the overall operation of the business, including sales, the technology center and four manufacturing plants in China. Under Chen’s leadership, the company’s business revenue grew from $110M to $1B in less than nine years and its market position jumped from fourth to second. Before that, Chen held different positions at Magna Powertrain Asia Pacific and Chrysler North America.

Born in 1968, Chen holds a bachelor’s degree in Mechanical Engineering and a master’s degree in Robotics and Industrial Automation from Shanghai Jiao Tong University, a Master of Business Administration from Ross School and a doctorate in Mechanical Engineering from the University of Michigan, Ann Arbor.