

# **BIOGRAPHY**



## **Dale K. Hagland**

Director, Munro & Associates, Inc.

Dale Hagland joins Munro & Associates, Inc. after 33 years of hands-on experience in the automotive industry at Chrysler Corporation. He holds a Bachelor of Science degree in Industrial / Automotive Technology from Central Michigan University.

While at Chrysler Corporation, Dale spent several years coordinating vehicle builds for the Powertrain Pre-Prototype Engineering group. Gaining further experience, Dale's career also included stints as Manager of Material Control and Manager of Material Control Systems Development for the Manufacturing Division. Dale was also assigned as the Senior Manager of the Global Alliance Programs group for several years. This group was responsible for seeking and creating alliances with other OEMs throughout the world.

For the last 8 years, Dale managed Chrysler's Product Strategy and Vehicle/Component Benchmarking group. This included the Competitive Vehicle Benchmarking Lab as well as the Competitive Intelligence activity. Dale's accomplishments during this period included the following:

- Successfully led the development of the Product & Process Integration Wall
- Developed formal testing procedures for competitive vehicles and data capture
- Developed the Product Bench and Best of Bench tools for value improvement efforts