

# NEWS RELEASE



470C Wohlers Hall  
1206 South Sixth Street  
Champaign IL 61820  
www.business.uiuc.edu

For more information contact:  
Ginny Hudak-David, Director, Communications Office  
217-244-8146; hudakdav@uiuc.edu

**For release September 15, 2003**

## **General Motors Executive to Deliver Inaugural Hallene Lecture**

Champaign, Ill. — Rekindling General Motors' passion for being the best – again – is the topic of the inaugural Alan M. Hallene Lecture on Sept 24. GM Group Vice President Mark T. Hogan's presentation will focus on his leadership role in leveraging GM technology and business processes to drive rapid development of innovative, "gotta have" products.

Since the early 1990s, GM has leveraged its size and corporate strengths to become a global company, in part by changing senior managers and by gaining equity stakes in European and Asian companies to access expertise in a variety of emerging product areas. As head of Advanced Vehicle Development, Hogan is responsible for the GM teams that perform the advanced work associated with the company's vehicle programs before vehicles are selected for production.

In recent years, GM has reduced vehicle launch time while improving quality and productivity. Their latest initiatives include the expanded GM Global Manufacturing System that has increased plant flexibility and responsiveness and the *GoFast!* program that is designed to empower employees to make changes that eliminate waste and increase efficiency. In 2002, GM earned \$3.9 billion on record revenues and increased their market share in three of the company's four global markets.

The public is invited to attend the Hallene Lecture that will be held Sept 24, 2003, in 100 Noyes Lab, 505 South Mathews in Urbana. The lecture starts at 5:00 p.m.

Mark T. Hogan

A graduate of the College of Business, Hogan has been with GM since he received his degree in business administration and finance in 1973. He began his GM career as a factory analyst with the GM Electro-Motive Division in Chicago. He was awarded a GM Fellowship and received his M.B.A. from Harvard University in 1977. That same year upon his return to GM, he was appointed to the GM Financial Staff in Detroit where he served in several analytical and supervisory positions. In 1984, Hogan served as group director for the Public Affairs Staff at GM's Chevrolet-Pontiac-GM of Canada Group. Two years later, he was named general manager and comptroller at New United Motor Manufacturing, Inc. (NUMMI).

(more)

# NEWS RELEASE

Page 2

In 1988, Hogan was appointed group director of business planning for GM's Truck and Bus Group and was named executive director of planning for the North American Operations in 1992. From 1992 to 1997, he was president and managing director of GM do Brasil, with responsibility for GM's operations in Brazil, Argentina, Paraguay and Uruguay. He was named general manager for the GM North America Car Group, Small Car Operations, from 1997 to 1999.

Prior to his current assignment, Hogan served as group vice president and president of e-GM, a business unit of GM that leverages the internet to enhance experiences and relationships with customers worldwide.

## Alan M. Hallene Lecture

Established by a generous gift from the John D. and Catherine T. MacArthur Foundation to the Technology & Management Program, the Alan M. Hallene Lecture is part of the Hallene Visiting Executive/Scholar Series that supports traditional and non-traditional teachers, including senior executives with insights on management issues and industry trends. The gift honors Al Hallene, a 1951 graduate in Mechanical Engineering who was a member of the MacArthur Foundation Board of Directors. A distinguished alumnus and benefactor of the University, Hallene is the retired president of Montgomery Elevator Company in Moline, IL.

## Technology & Management Program

A collaborative initiative of the University of Illinois College of Business and College of Engineering, the Technology & Management Program offers juniors and seniors an innovative, four-semester curriculum augmented with real-world experiences inside and outside the classroom. Students receive a working knowledge of the fundamental elements of another discipline and a chance to use that knowledge by being a part of a project team.

[www.techmgmt.uiuc.edu](http://www.techmgmt.uiuc.edu)

###