

NEWS RELEASE

Media Contact: Sara Frisch, College of Management, 919/513-4478 or
sara_frisch@ncsu.edu

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GM Executive is College of Management Distinguished Alumnus

FOR IMMEDIATE RELEASE

The College of Management at North Carolina State University has named Dr. H. Fred Gallasch Jr., a longtime General Motors executive, as the college's 2003 Distinguished Alumnus. Gallasch, of Franklin, Mich., is implementation manager of Global Manufacturing Systems for North America Vehicle Sales, Service and Marketing at General Motors. He earned master's and doctoral degrees in economics from NC State in 1967 and 1973.

Gallasch was recognized today (Friday, Oct. 31) at a university luncheon for all of the college's winners. He also was honored at the College of Management Graduate Symposium on Oct. 17, and at an executive lecture for management students on Oct. 30.



Dr. H. Fred Gallasch Jr.

Dr. Jon W. Bartley, dean of the College of Management, said, "Dr. Gallasch has used his quantitative economics background to impact the development of one of America's most recognized automotive icons, the Chevrolet Corvette. He has demonstrated that economists can be entrepreneurial in their work habits and can use the science of economics to influence the art of design. We appreciate his support of our economics faculty and students, and we are proud to recognize his successful career."

Since 1973, Gallasch has worked for General Motors in a variety of research, marketing and leadership roles. He started in GM's Societal Analysis department, where he published in professional journals, oversaw a department of 30 and studied GM customers.

In 1991, Gallasch became involved with the Chevrolet Corvette when he was tapped to oversee Chevrolet's inputs to the engineering and design teams that developed the fifth (and current) generation Corvette model. He was instrumental in advising the teams about customers' wants and needs and in providing marketing justification for vehicle content, pricing and production capacity. He remains an avid Corvette enthusiast and collector.

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Gallasch's current position involves facilitating the use of lean manufacturing in the sales and marketing division of GM. He is also serving in his fourth term on the Board of Trustees (or village council) for the village of Franklin, Mich.

Gallasch earned a bachelor's degree from Hampden-Sydney College in 1966 before attending NC State to earn two graduate degrees in economics. Gallasch has been involved with NC State as a guest speaker in graduate economics classes and at Graduate Symposium. He also has supported the Economics Graduate Fellowship program.

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