

Fred Gallasch, Ph.D – Vice President – Product Planning

For more than 30 years, Fred worked as an economist at General Motors in a variety of research, marketing and leadership roles. He was Implementation Manager of Global Manufacturing Systems for GM's North American VSSM operations. He provided the marketing justification based on customer research that was used to develop Chevrolet's fifth – and latest – version of the Corvette, demonstrating that the science of economics can influence vehicle design. He also helped facilitate the use of lean manufacturing principles at GM. He is an avid Corvette owner and collector.