

NCSU College of Textiles
Executive-in-Residence Program: Textile and Apparel Management Program
Dr. Fred Gallasch, Gallasch Consulting Services (Transportation)
February 23, 2005



Biography:

Dr. H. Fred Gallasch Jr., a longtime General Motors executive, will be an Executive-in-Residence in the North Carolina State University College of Textiles on February 23, 2005. Dr. Gallasch, Gallasch Consulting Services, worked for General Motors in a variety of research, marketing and leadership roles. He started in GM's Societal Analysis department and during his 30+ years with General Motors, he gained valuable insights into automotive product development.

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 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. His most recent position with General Motors involved facilitating the use of lean manufacturing in the sales and marketing division of GM.

Dr. Gallasch earned a bachelor's degree from Hampden-Sydney College in 1966 before attending NC State to earn two graduate degrees in economics (1967; 1973). Gallasch has been involved with NC State as a guest speaker in graduate economics classes, and was named the 2003 NCSU College of Management Distinguished Alumni. He is currently working with NCSU's Integrated Advanced Transportation Research group and will serve as a Board Member for the Advanced Vehicle Research Center of North Carolina.