

**North American International Auto Show  
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**Terry Helgesen**  
**Senior Vice President, Marketing Division**  
**DENSO International America, Inc.**

Terry Helgesen is senior vice president of DENSO International America (DIAM), Inc.'s Sales and Marketing division. Located in Southfield, Mich., he is responsible for overseeing the company's North American sales and marketing activities.

Helgesen first joined DIAM in 1985 as sales manager of the Chrysler Sales Group. Several years later he was promoted to senior sales manager, which included a two-year delegation at DENSO Corporation in Kariya, Aichi, Japan, where he served as assistant general manager of the International Sales Department responsible for coordinating sales activities.

In 1995, he was named director of Business Development and in 1999 took on North American DaimlerChrysler responsibilities which included overall account management, business development, program support, material management and pricing. In 2000, Helgesen became vice president overseeing the company's DaimlerChrysler and Heavy Duty business. His responsibilities expanded to include Logistics and Sales Planning before stepping into his current position in 2004.

Helgesen has more than 25 years experience in automotive original equipment sales, including various position at three top Tier 1 automotive suppliers. Prior to joining DENSO, he held an OEM sales position at Robert Bosch Corporation in Broadview, Ill., for five years. Helgesen also served as sales manager and then director at Siemens Automotive in Auburn Hills, Mich., for two years in 1993 and 1995 where he worked with Chrysler, Ford and Japanese transplant manufacturers.

Helgesen earned a bachelor's degree in Industrial Technology from Illinois State University in Normal, Ill.

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