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## **Rob Hempel**

**Vice President, Sales and Marketing Division**

**DENSO International America, Inc.**

Rob Hempel is a vice president in the Sales and Marketing Division at DENSO International America, Inc. (DIAM), DENSO's North American headquarters. Located in Southfield, Michigan, his primary responsibility is to guide the operational and personnel activities for the General Motors Sales group and other customers.

Hempel joined DIAM in 1993 as an engineer in the Engine Management Systems and Components Department. He was responsible for completing competitive analysis benchmarking, processing design changes, CAD 2D/3D drawings and technical support to the manufacturing plants. In 2000, he was appointed to sales manager of the General Motors Powertrain Sales group. In 2003, he moved to manager of the General Motors Thermal Group, and he was promoted to senior manager in 2004, where he was responsible for the creation and successful implementation of business strategies.

In 2006, Hempel accepted an overseas assignment in Shanghai, China, to develop local support for General Motors business in the Asia-Pacific region. He returned to DIAM in 2007 and was appointed director of Chrysler Sales. In 2013, Hempel was promoted to vice president of Toyota Sales, later rotating to General Motor Sales in 2017.

Prior to joining DIAM, Hempel worked at Ford Motor Co. as a contracted fuel tank and heat shield designer. He also held a service engineer position as a co-op student at General Motors, Saginaw Division Service Parts Operations.

Hempel received a Bachelor of Science degree in Product Design Engineering Technology from Ferris State University in Big Rapids, Michigan. He also holds a Master of Business Administration degree from The University of Michigan, in Flint, Michigan.

Hempel currently serves on the Southfield High School Marketing Advisory Board and has been an active member of the Society of Automotive Engineers since 1993. He is also a member of Marketing & Sales Executives of Detroit.

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