

Distinguished Achievement Citation

Donald W. Hudler

Class of 1956

It is a privilege to honor Donald W. Hudler with Ohio Wesleyan's Distinguished Achievement Citation in recognition of his successful business career in the global automobile industry.

During his undergraduate days at Ohio Wesleyan, Don was joined on campus by his twin brother, Ron, also a 1956 alumnus. Don Hudler pursued a degree in Economics at Ohio Wesleyan and was a member of the varsity track team and Sigma Phi Epsilon fraternity.

Don Hudler began his 42 year career with General Motors in 1956 in Cleveland and following his transfer to the Cadillac Motor Car Division, he became one of the youngest advertising managers in GM history. In 1980, he received an international assignment based in Madrid, Spain as the Regional Director of Marketing with responsibility for Belgium, France, Italy and Spain. Three years later, Don returned to the United States where he served as Director of Marketing Policy and Dealer Relations.

It was the 1980s when a new automotive concept was conceived that stressed value, reliability and customer service. Don played the key role in the planning and implementation that launched the Saturn Corporation and became its first Vice President of Sales, Service and Marketing. He was the architect of Saturn's product distribution system as well as the designer of the company's unique marketing approach. These key accomplishments gained Don widespread recognition in the automotive industry including citations for outstanding efforts in dealer relations by *Automotive News* and in 1992 *Marketer of the Year* by BRANDWEEK Magazine. Don was appointed Chairman of the Saturn Corporation in 1997 while also serving as the corporation's President and GM Vice President. As chairman and president, Don was responsible for Saturn's strategic direction with General Motors and the company's operations. While retiring as Chairman and President in 1999, Don assumed the CEO position with Saturn Retail Enterprises and later put his entrepreneurial skills to use in purchasing a number of Saturn dealerships.

In his many roles at the Saturn Corporation, Don was a strong proponent of numerous community service ventures including blood drives, organ transplant programs and educational efforts including the Presidential Scholars program.

Don's leadership talents, which were nurtured while at Ohio Wesleyan, have led to a career distinguished by significant accomplishments and industry accolades. We join his reunioning classmates in saluting Donald Hudler and recognizing his outstanding achievements through the presentation of this Distinguished Achievement Award.

20 May 2006

