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At Taylor University

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Taylor University:

- Assistant Professor of Management

08/26 to

Work at Caterpillar

Specialized in optimizing underperforming businesses, innovation in distribution, developing people, improving dealer capability & capacity and delivering significant profitable growth.

- Director Global Dealer Service Operations (Global Service) 06/23 to 03/26

Leads the development and deployment of world-class service operations capabilities at our dealers to ensure superior customer service experience and enable industry growth in prime product and component services sales. The team includes expert consultants for dealer Component Rebuild Centers, Specialization Shops, Repair Shop, Field Service, Test Bench Procedures, Reuse & Salvage, and capabilities required for the energy transition (Electrification). Also, product manager for Dealer Service Tools Group.

- Director Service Excellence and Electrification (Global Service) 04/21 to 5/23

Manages Global Service Excellence Program, Service Strategy, Repair Process, and Electrification teams. The team supports customer-facing organizations, Dealer Support Divisions and product groups, on measuring and improving all areas of product support. Ownership of Caterpillar & Caterpillar dealer service data and multiple digital programs. The team also creates and manages product support for the electrification of Caterpillar products and services.

- Enterprise Component Distribution Manager 01/20 to 03/21

Responsible for the Enterprise Component Strategies and aftermarket growth agreements for the Global Distribution Services Divisions. Executing distribution development, channel development, M&A, capability and capacity planning, supply chain and dealer aftermarket growth.

- Director Global Mining Aftermarket 01/16 to 12/19

Manages a team of global aftermarket solutions supervisors, leaders, and market-professionals. The team works directly with mining customers, product groups, leads Raptor Mining Products JV, and Caterpillar dealers to lower owning and operating costs, grow sales, introduce new products, maximize price realization, demand planning, and development of new solutions. Responsible for relevant mining mergers & acquisitions.

- Indianapolis District Manager 03/14 to 12/15

Responsible for the overall relationship with the Caterpillar dealers in Indiana, Michigan, Kentucky, West Virginia and Ohio. This includes market performance, profitability, customer loyalty, operational efficiencies, dealer strategy, prioritization, succession planning, and alignment with Caterpillar.

- ADSD Parts & Service Division Manager 06/07 to 02/14

Leader for North and South American parts marketing, dealer parts operations, dealer service operations, 6Sigma Deployment Champion, and Dealer Growth & Profitability Improvement Process. This role is responsible for all market segments and includes ownership of the parts business plan, parts sales variance management, price realization, demand planning, dealer parts & Service operational efficiency improvements, profitable parts market performance, customer loyalty improvement, dealer capability and capacity optimization, dealer technician recruiting and development, and 6Sigma deployment to Caterpillar dealers.

- **EAME General Construction Distribution Development Manager** 10/05 to 05/07

Responsible for market development of Building Construction Products (General Construction Market) in Europe, Africa, and Middle East. Worked with Caterpillar dealers to profitably improve market performance, optimize order to delivery, customer loyalty, increase share of prime products and after-market.

- **Medium Wheel Loader Commercial Manager** 11/03 to 09/05

Medium Wheel Loader Commercial Manager leads product marketing, price realization, manages the build schedule & inventory, service engineering, leads product application experts, and writes functional specifications for future NPI programs.

- **Charlotte District Sales Rep** 04/00 to 10/03

Prime product sales representative calling on the Caterpillar Dealers in West Virginia, Virginia, North Carolina, and South Carolina. Responsible for machine sales to Caterpillar Dealers with a Heavy Industries and Mining focus. Later transitioned to Sales, Rental and Used Operations, and National Accounts. Delivered record market performance, strategic industry improvements, demand / inventory planning, and rental growth.

- **Seattle District Parts & Service Rep** 03/97 to 03/00

Responsible for product support (Parts & Service Sales Rep, Tech Rep, Product Support Ops) with the Caterpillar dealers in Washington, Oregon, Idaho, and Alaska. Delivered exceptional parts & service growth and customer satisfaction improvements.

- **Marketing Rep** 09/95 to 02/97

Performed a series of marketing rep positions to develop skills to later perform a field rep assignment, Global Hydraulics marketing development, member of an acquisition team, and responsible for undercarriage marketing support to North America. Developed dealer capabilities, developed and deployed dealer / customer training, customer improvement programs, parts sales variance administration, product application expertise, corporate account growth projects, launching of a dealer specialist program, and marketing support.

- **Marketing Training Class 951** 06/95 to 08/95

Work Prior to Caterpillar

- Iowa State University - Teaching Assistant (Ames, IA) 1993-1995
- American Cyanamid (now BASF) – Ag Chemical Sales in Des Moines, IA area 1994-1995
- Norwest Bank/Norwest Mortgage (Cedar Falls, IA and Des Moines, IA) for branch customer services then Investor Reconciliation Manager 1992-1993

Education

- University of Northern Iowa: BA in Finance 1993
- Iowa State University: MBA in Ag, Industrial Distribution and Marketing 1995

Personal

- Married for 35+ years with 3 children
- Board Member (President 10 years) of Non-Profit Metamora Resale Shop
- Active leader in Remnant Christen Church
- Enjoy travel – visited 71 countries and all 50 US states
- Hobbies include hunting, boating, fishing, eFoiling, and other outdoor activities