

Growing up amid the steel mills and football fields of Beaver Falls, Pennsylvania, Mark couldn't envision a career that would include traveling the entire world, working on some of America's most iconic brands and ad campaigns and being thrust into the eye of the storm of some of the most turbulent times in U.S. business history.

But that is exactly what happened to the former University of Virginia linebacker.

Mark began his career in the Los Angeles zone office for the Cadillac Division of GM in 1981 and moved up rapidly in sales and marketing eventually being named Marketing Director of Cadillac in 1994.

Following a brief stint at Pontiac, Mark left GM to join Volvo Cars of N.A. as CEO at Volvo, he helped lead a resurgence of the brand into the premium space of the US market and was heavily involved in the integration of Volvo with Ford, which purchased the brand in 1999.

Mark left Volvo in 2001 to return to GM where he took over as General Manager of the beleaguered Cadillac brand that was preparing for a product renaissance. Behind a radical new ad campaign "Breakthrough" that featured the music of Led Zeppelin, Cadillac roared back with hot models such as the Escalade utility and new CTS sedan. The legendary Bob Lutz, Head of Product at GM, questioned Mark on the use of the rock and roll music saying he always thought Cadillac should use "more classical music". Mark's reply: "Bob, Led Zeppelin is classical music".

After being promoted to V.P. Sales, Service and Marketing in 2005, Mark led that organization through one of the most tumultuous and difficult periods in U.S. automotive history. Always known as a "dealer guy", Mark's team launched numerous innovative sales programs including the "Employee Pricing for Everyone" phenomenon.

Mark left GM in October of 2009 to join Allstate Insurance in Chicago where he launched the widely acclaimed and award winning Mayhem campaign. Though he enjoyed running sales and marketing at this insurance juggernaut, he missed the car business and being away from his family and returned to the auto business by being named COO of Global Team Ford in August of 2012.

In this role, Mark oversees not only Team Detroit, but also London, Sao Paulo, Shanghai and Hudson Rouge, the Lincoln agency in NYC.