

Carolyn Sauer

MSED Président



Carolyn Sauer is responsible for strengthening HELLA's automotive electronics and lighting brand in North and South America and has been with HELLA since July 2014.

Prior to joining HELLA, Sauer served as an OEM sales manager at North American Lighting in Farmington Hills, Michigan. While at North American Lighting, she also held management positions in marketing, sales administration and past model service sales.

Carolyn is an advocate for automotive in Detroit, and a member of several industry organizations. She is currently serving as President of the board at Marketing and Sales Executives of Detroit (MSE Detroit). And, she is involved in the MICHauto Awareness & Talent Committee as well as the OESA Communication Executive Council.

A native of Detroit, Michigan, Sauer holds a bachelor's degree from Oakland University and a master's degree from Walsh College in Operations Management. She currently resides in Novi, Michigan.