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## Chrysler tweaks management

Andreas Schell named turnaround chief; five new manufacturing managers appointed.

Josee Valcourt / The Detroit News

Chrysler LLC created a new executive position to handle the day-to-day responsibilities of its three-year restructuring plan and named five new manufacturing managers as the automaker continues to tweak its executive staff.

Andreas Schell, 38, will be in charge of the automaker's comeback plan, the company said Tuesday. Schell will report to Chrysler CEO Bob Nardelli and President Tom LaSorda. Nardelli met with company executives Tuesday at the Hyatt Regency Dearborn.

Chrysler's restructuring calls for eliminating 13,000 blue- and white-collar jobs over three years and idling its Newark, Del., plant where the Dodge Durango and Chrysler Aspen SUVs are built.

"We are excited about the newly created organization," Nardelli and LaSorda said in a statement to Chrysler employees. "We ask that everyone gives their full support to Andreas and his teams as they pursue and implement business strategies critical to the success of the New Chrysler."

Schell's appointment is the latest management change since the sale of Chrysler to private equity firm Cerberus Capital Management LP was finalized early this month. Days after the sale closed, Cerberus named Nardelli chairman and CEO, and moved LaSorda to the No. 2 spot. Chrysler has since named Deborah Wahl Meyer, a former Toyota Motor Corp. executive, its vice president and chief marketing officer.

The management shuffles signal that Chrysler is redoing the company's hierarchy to accelerate a comeback after losing \$680 million in 2006 and \$2 billion in the first quarter this year, said Kenneth Dalto of Farmington Hills-based Kenneth J. Dalto & Assoc. Chrysler outlined its restructuring plan in February.

"They're in a turnaround and my sense is that they're finally taking it seriously," Dalto said. "The move to put the guy in charge of implementing the turnaround plan under Nardelli and LaSorda is the right thing to do."

Schell, who joined the company in 2002,

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was senior manager of the office of the chairman and worked with LaSorda on the turnaround before he was promoted.

Also Tuesday, the company named new managers at plants in Michigan and Ohio.

Cynthia Sidoti was appointed plant manager at the Sterling Heights Assembly. Robert Seabolt was appointed plant manager at Toledo Supplier Park Complex. Melissa Holobach was named plant manager at Chrysler's pilot operations at the Sterling Heights Vehicle Test Center and Conner Avenue Assembly Plant. Also, Sandra Bouckley was appointed director of the front wheel drive product team and Frank Faga will head the rear wheel drive team. Changes take effect Sept. 1.

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