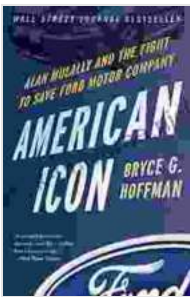


# Alan Mulally: The Man Who Saved Ford Motor Company

Alan Mulally is credited with saving Ford Motor Company from financial ruin. He was hired as CEO in 2006, when the company was on the verge of bankruptcy. Mulally quickly implemented a series of reforms that helped Ford to regain its footing and become profitable again. He is widely regarded as one of the most successful CEOs in recent history.



## American Icon: Alan Mulally and the Fight to Save Ford Motor Company by Bryce G. Hoffman

★★★★☆ 4.8 out of 5

Language : English  
File size : 3779 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 434 pages



## Early life and career

Alan Mulally was born in Lawrence, Kansas, in 1945. He earned a bachelor's degree in aeronautical engineering from the University of Kansas and a master's degree in management from the Massachusetts Institute of Technology. After graduating, he worked for Boeing for 37 years, where he rose through the ranks to become president and CEO.

## **Ford Motor Company**

In 2006, Ford Motor Company was in dire straits. The company had lost billions of dollars in the previous few years, and it was on the verge of bankruptcy. The board of directors hired Mulally as CEO in a last-ditch effort to save the company.

Mulally quickly implemented a series of reforms that helped Ford to regain its footing. He cut costs, sold off assets, and redesigned the company's product lineup. He also focused on improving the quality of Ford's vehicles and customer service.

Mulally's reforms were successful, and Ford began to turn a profit again. In 2011, the company repaid its government loans and became profitable again. Mulally retired as CEO in 2014, but he is still considered one of the most successful CEOs in recent history.

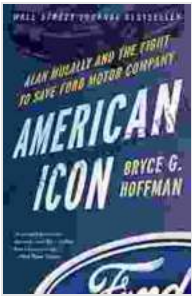
### **Leadership style**

Mulally is known for his collaborative leadership style. He believes in empowering his employees and giving them the freedom to make decisions. He is also known for his focus on communication and transparency.

Mulally's leadership style has been praised by many business leaders. He has been credited with creating a culture of innovation and teamwork at Ford. He has also been praised for his ability to turn around a struggling company.

### **Legacy**

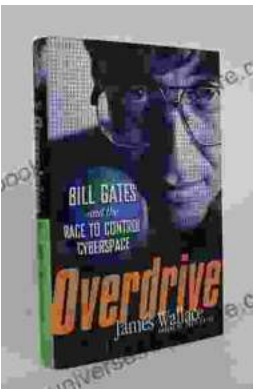
Alan Mulally is considered one of the most successful CEOs in recent history. He saved Ford Motor Company from financial ruin and helped to make it one of the most profitable companies in the world. He is a role model for other business leaders and an inspiration to everyone who is facing challenges.



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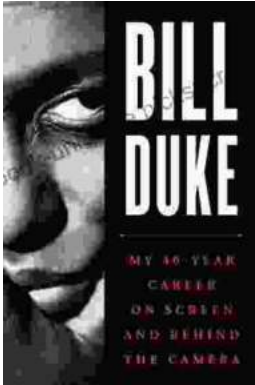
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