



School of Business
Executive-in-Residence Program

The School of Business Executive-in-Residence Program is primarily a student motivational tool with a secondary purpose of providing an opportunity for the firm to express where they fit in the world of business, what their business expects from their professional employees, and what tools and skill sets prospective employees are expected to possess.

For students to gain an understanding of the concepts and processes fundamental to productive business activity, the Executive-in-Residence shares the scope of activity and responsibilities of his/her position, how activity within his/her area is linked to other functional areas within the organization, and the personal background in developing the skills necessary for the position he/she holds. The program brings real-world business experience into the classroom.

Eastern Illinois University

**Lumpkin College of Business
and Applied Sciences**

School of Business



Steve Gosselin

**Vice President, Customer Services Support
Caterpillar, Inc.**

Fall 2010
Executive-in-Residence

**Open Presentation:
“Lessons Learned in Leadership”
Tuesday, September 7, 2010
6:30 p.m.**

Roberson Auditorium, Lumpkin Hall 2030

Biography

Steve Gosselin is the Vice President of the Customer Services Support Division at Caterpillar, Inc. in Peoria, Illinois. He has responsibility for growing Caterpillar's aftermarket parts and services business which includes dealer rental/used business development; dealer operational capability development and deployment support; global brand management; enterprise eChannel support; parts, service, marketing and technical publications; and select global services.

Since joining Caterpillar in 1979 as a parts and service sales trainee, Gosselin has held numerous positions in product support, machine, and engine businesses. In 1994, he was named area manager, based in London, responsible for the machinery business in the Northwest quadrant of Europe. From 1998 to 2000, Gosselin served as the North American distribution manager for the Engine Products Division, and in 2000, he was named regional manager for the North American Commercial Division (NACD). In 2002, he was named a vice president with responsibility for NACD with accountability for the company's North American dealer development and machine marketing. From 2006 to 2010, he served as President of Solar Turbines Incorporated, a wholly owned subsidiary of Caterpillar, Inc. In June of 2010, he assumed his current position within Caterpillar Customer and Dealer Support.

Gosselin, a native of Aurora, Illinois, graduated from Eastern Illinois University in 1979 with a bachelor's degree in finance. He has also completed the Northwestern University Kellogg Advanced Executive Program. He currently serves as a board member for the United States Energy Association and until his recent return to Peoria, he was a board member for the San Diego Regional Economic Development Corporation, the United Way of San Diego County, and the San Diego Center for Children. He also recently completed two terms as a board member of Eastern Illinois University's Alumni Association.

Itinerary

Tuesday, September 7, 2010

- 11:15 Arrive at the School of Business
- 11:30 Lunch with School of Business Faculty
Lumpkin Hall Atrium
- 12:30 BUS 3200, International Business Class
Dr. David Boggs, Lumpkin Hall 2041
- 2:00 BUS 3200, International Business Class
Dr. David Boggs, Lumpkin Hall 2041
- 3:30 Campus Tour with Ms. Jackie Joines
Meet in Lumpkin 4025
- 5:00 Dinner with School of Business Faculty
Lumpkin Hall Atrium
- 6:30 Open Presentation:
Lessons Learned in Leadership
Roberson Auditorium Lumpkin Hall 2030**

Wednesday, September 8, 2010

- 7:30 Breakfast with President Perry & Bob Martin,
Vice President for University Advancement
What's Cookin' Restaurant
- 9:00 Break (Lumpkin Hall 3028)
- 9:30 Roundtable Discussion with MBA Students and
Student Ambassadors
Lumpkin Hall 3011
- 10:30 Meeting with Dr. Cheryl Noll, Chair of the
School of Business
- 11:00 MAR 4700, Marketing Strategies Class
Dr. Mike Boorum, Lumpkin Hall 1040
- 12:30 Departure Meeting with Mr. Paul Brown