



Ford's Jim Hackett is out as CEO, to be succeeded by Jim Farley as restructuring plan fails to reignite stock

By Michael Wayland
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Ford Motor CEO and President Jim Hackett will unexpectedly retire in the midst of an \$11 billion restructuring plan that has failed to impress investors.

Hackett, 65, will be succeeded by his heir apparent, Jim Farley, Ford's chief operating officer, effective Oct 1. Farley, 58, will work with Hackett on a "smooth leadership transition over the next two months," according to the company.

The leadership shakeup will make Farley the fourth CEO of the automaker since the Great Recession, which nearly bankrupted the automaker a decade ago. Ford shares jumped nearly 3% following the announcement Tuesday, but gave up about half the day's gains by afternoon trading.

Since beginning to lead Ford in May 2017, Hackett, a former CEO of furniture company Steelcase, has done little to create confidence in the automaker on Wall Street — a reason his predecessor, Mark Fields, was ousted after a less than three-year tenure. ...

... "Hackett had a shot. He was there for three years, not really a car guy," said David Kudla, CEO and chief investment strategist of Mainstay Capital Management in Grand Blanc, Michigan. "We struggled early on with what was his vision for the company."

Kudla, who closely follows the automotive industry, believes it's a "good move" that will better instill confidence within and outside of the company.

Hackett will continue as a special advisor to the company through March, according to Ford. ...

... Farley joined Ford in 2007 as global head of marketing and sales. He has held a variety of roles since then, including head of the automaker's Lincoln luxury brand and several international operations such as Europe and South America.