



**Clyde Fessler**, the retired Vice President of Business Development for Harley-Davidson Motor Company played an integral part in their dramatic turnaround for over the 24 years.

Fessler joined Harley-Davidson in 1977 as the Advertising and Promotions Manager, and soon was promoted to Director of Marketing Services. In that position he led the establishment of Harley Owners Group, which now has over 1,000,000 members and is the largest enthusiast club in the world.

As General Sales Manager in the early 1980s, he established new policies and programs, many of which are still in effect today. As Director of Licensing, Clyde created a new business that has received national recognition enhancing the brand to the general public as well as adding substantial financial value to Harley-Davidson.

As Vice President of General Merchandise, he repositioned the rider accessory department and led the MotorClothes team from \$20 million in annual sales to over \$100 million in a period of five years.

As Vice President of Motor Accessories, he developed the plan and strategy that doubled the business in three years and tripled it in five years.

In the role as Vice President of Business Development, Clyde played a key role in developing strategic direction for the company, developing the rental program, and “The Rider’s Edge” safety training program.

Clyde is a graduate of the University of Notre Dame. He served on the Board of Trustees for the American Motorcycle Association and the Motorcycle Safety Foundation. He also served as an active liaison between the Muscular Dystrophy Association and Harley-Davidson ... a relationship that has generated over \$71 million in donations since 1981.

Clyde retired from Harle...

**Clyde Fessler**

### Speech Topics

- Marketing
- Leadership
- Customer Service
- Business Trends
- Branding



## Testimonials

“ Thank you for serving as the keynote speaker at the SAS Executive Conference “Leveraging Business Analytics to Optimize Your Manufacturing Enterprise.” Your insightful comments established the foundation upon which the remainder of the conference was built. We look forward to working with you again. ”

-- David Baggett SAS Americas Marketing and Support.

“ Clyde hit the long ball home run for us. We have had several requests for the speaker info regarding Clyde. Clyde and his wife’s attendance at the receptions Friday night was also viewed as a great added value and to their credit was noticed by our attendees (the important folks) not just the management. The most often repeated line from the attendees “this was the best Saturday in our history.” A large part of that is directly related to Clyde. ”

-- Kirk Groenendaal International Brotherhood of Electrical Workers (IBEW).