

May 29, 2009

To: Provosts, Vice Presidents, Vice Provosts, Deans, Directors, and Heads of Schools,
Divisions, Departments, and Offices

From: Jon Harbor, Interim Dean of Science

JMH

Re: Richard Couch named director of strategic relations in the College of Science

I am very pleased to announce that Richard Couch will assume the role of director of strategic relations in the College of Science, effective June 1, 2009.

Couch, who received a bachelor of science in general management from Purdue University and an MBA from the University of Akron, has over 25 years of sales and marketing experience in the automotive and heavy-duty industries. During his career, he has worked with a number of industry leading companies such as General Tire, Exide, Purolator, Echlin, and Phillips in both the OEM and aftermarket segments. He also spent two years as a professor at Ivy Tech Community College teaching a variety of business classes. His previous position as the director of engagement for the Center for Advanced Manufacturing was focused on building relationships with corporate partners to promote the research of Purdue faculty and enhance employment opportunities for Purdue students. Couch is also the director of the Product Lifecycle Management Center of Excellence and served as the university coordinator for the PACE Program. He will maintain a partial appointment with the PLM Center.

