



ROBERT B. CRAIN

SENIOR VICE PRESIDENT AND GENERAL MANAGER, NORTH AMERICA

Robert B. Crain is Senior Vice President and General Manager, North America. He provides leadership and direction for AGCO's North America region and is responsible for the implementation of all business strategies, including Sales and Marketing, Manufacturing, Product Management, Materials, Engineering and the dealer organization.

Mr. Crain was previously Vice President at Case New Holland (CNH) and was responsible for the North America Agricultural Business. He has held various management positions within New Holland and CNH Global. Besides his assignments in North America, Mr. Crain oversaw CNH worldwide crop harvesting operations headquartered in Zedelgem, Belgium.

Mr. Crain has more than twenty years' experience in the agricultural equipment business, having started with Ford's tractor operations in 1981. He holds a BS degree in Business Administration and Marketing from the University of Alabama.