

# BUSINESS

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## Supplier names new chief

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By Julia Bauer

GRAND HAVEN -- As Paul I. Doyle takes the reins of GHSP this month, he is making plans to drive more growth into the business already known for its automotive shifters and throttle controls.

Doyle succeeds Jerry Scott as president and chief executive officer. Scott is retiring but will continue as chairman after leading GHSP for 11 years.

Doyle, 48, formerly was vice president of sales and marketing.

Two other promotions accompanied this shift in leadership: Jeff Smith, 45, former vice president of operations, now is chief operating officer, and Dan Fisher, previously vice president of engineering, is vice president of new business development and marketing.

Fisher, 53, also is chairman of GHSP China.

All the churn at the top is intended to help the business thrive both in West Michigan and around the globe, Doyle said.

"The transition really is more about the strategy of the company than it is about my role," Doyle said. "Our intention is to grow the business. We have to expand our product lines, regions and markets to do that."

A division of JSJ Corp., GHSP sits in stark contrast to another Grand Haven manufacturing landmark, the soon-to-close Magna Donnelly plant. Doyle worked at Donnelly before joining GHSP in 1999 and remembers when the local Donnelly site was a big part of his territory.

"Now Magna Donnelly is closing its Grand Haven facility, and we're at the point where we're reinvesting, trying to grow," Doyle said.

The team has two major initiatives:

- Establishing global manufacturing centers, based on product expertise.
- Expanding products beyond automatic shifters. Fisher already has developed a line of decorative controls and recently launched two GHSP operations in China.

"One of the things that make us unique is how we're growing in China," Doyle said. "We actually run opposite to the China trade balance. We export from our Michigan locations to China for assembly and development over there."

GHSP opened its first China-based plant three years ago, and made a profit the first year, Doyle said.

"We see a growing automotive industry in China, and want to be the local supplier," he said. "China is its own market, and we want to supply that market."

The company employs 700 in Michigan, and 900 worldwide. Its local plants are in Grand Haven at 1250 S. Beechtree St. and in Hart at 1500 Industrial Park Drive. In 2004, GHSP acquired KDS Controls Inc. in Troy; the subsidiary now is known as GHSP Electronics.