

International Newsroom

Navistar Names Harmon to Lead Corporate Communications

Warrenville, Illinois - September 17, 2007

Navistar International Corporation today announced the appointment of Jon F. Harmon as vice president – corporate communications.

Harmon joins Navistar from Force for Good Communications, a public relations consultancy he founded earlier this year. Previously, Harmon had worked for 23 years at Ford Motor Company in public relations including senior roles in product communications, corporate reputation management and strategic communications.

“Harmon brings to Navistar a wealth of leadership experience in all aspects of communications and public relations,” said Daniel C. Ustian, Navistar chairman, president and chief executive officer. “He will bring a strategic mindset to Navistar’s communications team and his insights in reputation management will help guide the company’s senior management.”

Harmon will report to Gregory Elliott, vice president – corporate human resources and administration. In addition to communications, Elliott’s responsibilities include government relations, compensation and benefits, facilities services, human resources and diversity.

At Force for Good Communications, Harmon founded an executive consultancy dedicated to “aspirational public relations.” His client work ranged from brand-building to crisis communications consultation. He also authors the [Force for Good](#) blog, analyzing current business topics through the lens of high-integrity communications. At Ford, Harmon’s most recent roles were director – communications strategy and director – North American Product Public Affairs. His experience at Ford included overseeing the launches of numerous vehicles, leading the public relations team at Ford Division,

managing media relations during the Ford Centennial in 2003 and the Ford-Firestone tire crisis in 2000-01, and serving as the sole spokesperson during 1996 Ford-UAW labor negotiations.

Harmon graduated with a Bachelor of Journalism degree from the University of Missouri. In addition, he earned a Master of Arts degree in creative writing from the University of Detroit.

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