

Kara Grasso
Vice President, Fiat Chrysler Automobiles Sales
DENSO International America, Inc.



Kara Grasso is vice president of Fiat Chrysler Automobiles (FCA) Sales at DENSO International America, Inc. (DIAM). Located in Southfield, Michigan, Grasso oversees FCA Sales strategy and activities in all key product areas. Grasso also leads DENSO's Product Sales Strategy (PSS).

Grasso joined DENSO in 2000 as a senior sales specialist for Chrysler Sales, responsible for leading all Chrysler Engine Cooling Module (ECM) sales responsibilities. From 2004 to 2014, Grasso held various positions within Chrysler Sales, moving up to senior manager in 2011. In 2014, she was promoted to director of FCA Sales with a focus on thermal sales specifically.

In 2016, Grasso was promoted to director of FCA Sales, focusing on sales of thermal, powertrain, engine electrical, body electronics and service products. Her responsibilities include strategizing and strengthening key FCA relationships within purchasing, engineering, cost planning and quality departments, and engaging the FCA Sales associates to create alignment between divisional and product group targets.

At the beginning of 2017, Grasso was promoted to her current position as vice president of FCA Sales. Her increased responsibility includes a larger customer base as the lead of Product Sales Strategy for all product areas.

Prior to working at DENSO, Grasso worked at Freudenberg-NOK as a sales engineer in 1998, responsible for managing all market research data for multi-product sales staff and assisting in the management of the Toyota Sales account. From 2000 to 2005, Grasso also worked for Dale Carnegie in as an instructor for The Dale Carnegie Course, where she taught Dale Carnegie techniques for overcoming fear of public speaking, influencing people and becoming more effective in both personal and professional lives.

Grasso completed both her Bachelor of Science in Business: Organizational Behavior and her Bachelor of Science in Business: Human Resource Management at Miami University in Oxford, Ohio in 1998.