



Services at Caterpillar

Amy Vincent

Amy Vincent: Strategy Manager



PERSONAL

- Grew up on a farm in Iowa
 - Beef cattle, corn, soybeans
- 10 year 4-H background
- Iowa State University
 - Agricultural Business / Economics / International Agriculture / Public Service and Administration in Agriculture
- Caterpillar FFA Alumni Officer



PROFESSIONAL

- 13 Years with Caterpillar
- Aftermarket Services Strategy Manager, Customer Experience
- Aftermarket Services Consultant, Small Contractors
- Product Application Specialist, Mini Hydraulic Excavators
- Product Application Specialist, UTV
- Product Application Specialist, Attachments
- BCP Industry Field Representative, Florida
- Field Rep Development Program: MTC 122



JUST FOR FUN

- Traveling
- Kayaking
- Sports
- Camping
- Beach



OUR INDUSTRIES



CONSTRUCTION INDUSTRIES

Helping our customers build what the world needs.



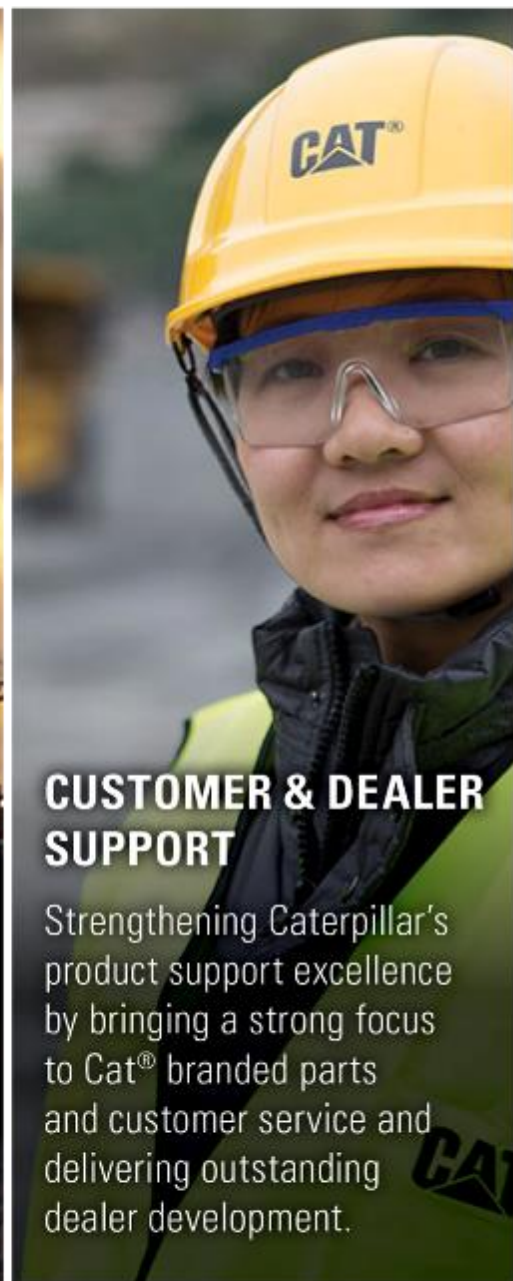
RESOURCE INDUSTRIES

Making it possible for customers to mine and harvest resources, such as coal, iron ore and lumber, in a profitable and sustainable way.



ENERGY & TRANSPORTATION

Focused on meeting the world's increasing energy and transportation needs.



CUSTOMER & DEALER SUPPORT

Strengthening Caterpillar's product support excellence by bringing a strong focus to Cat® branded parts and customer service and delivering outstanding dealer development.



FINANCIAL PRODUCTS & CORPORATE SERVICES

Finding ways to sustain financially sound relationships with dealers, customers and suppliers.

Services, Distribution & Digital

**BUILDING LONG-LASTING RELATIONSHIPS
WITH CUSTOMERS BY PROVIDING
VALUE-ADDED SERVICES THROUGHOUT
THE PRODUCT LIFE CYCLE, ENABLED
BY DIGITAL SOLUTIONS AND DELIVERED
BY THE STRENGTH OF THE GLOBAL
CAT DEALER NETWORK.**



*Industrial Power
Systems Division*

*Product Support
& Logistics Division*

*Integrated Components
& Solutions*

Cat Reman

*Cat
Digital*

*EAME
Distribution*

RIOP

*Asia Pacific
Division*

*Financial Products
Division*

WE ARE



**SERVICES
STRONG**

*Global Construction
& Infrastructure*

Construction Industries Services Division

*Building Construction
Products*

*Earthmoving
Division*

COLLABORATION MATTERS

*Excavation
Division*

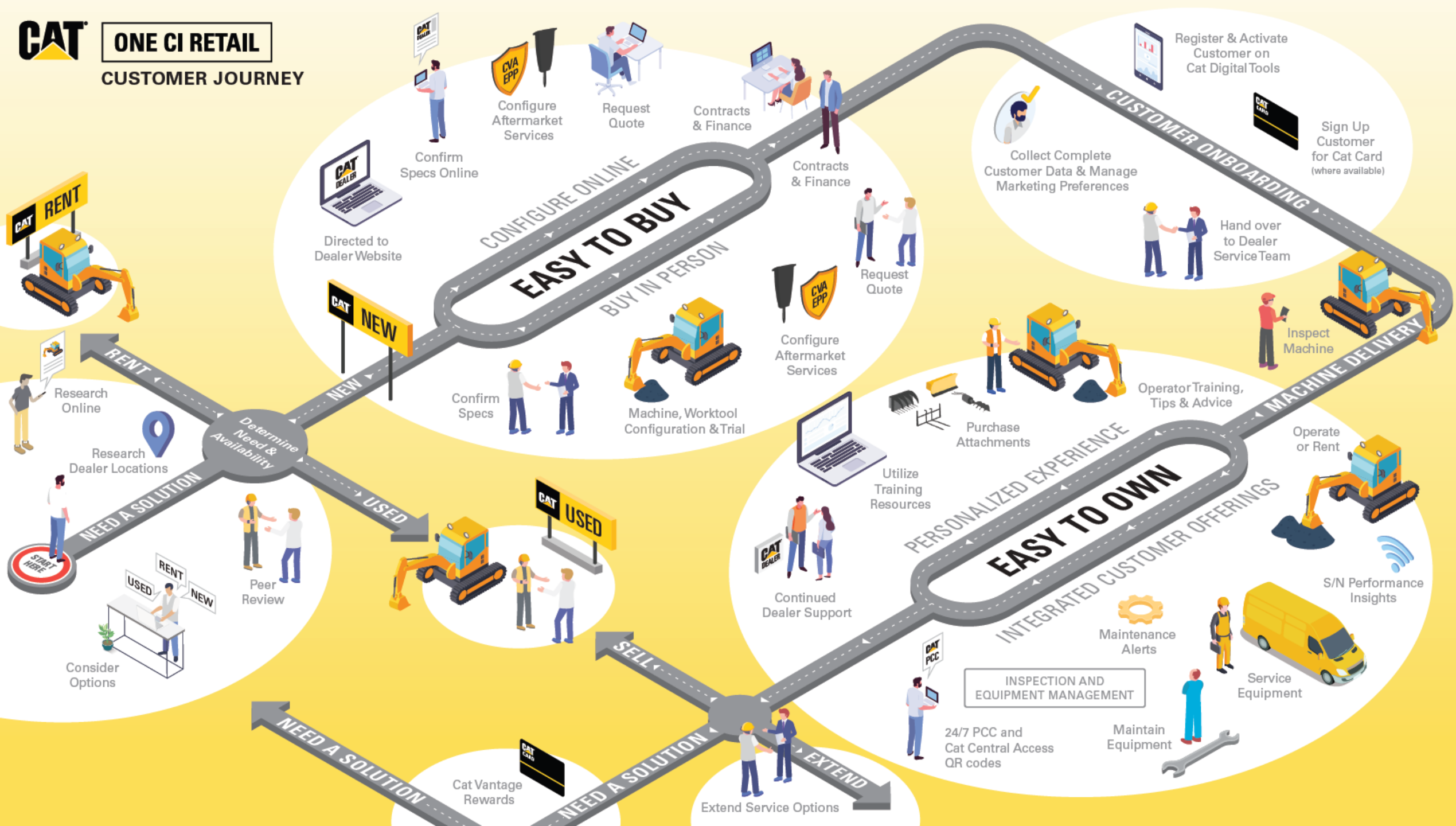
Cat Rental & Used

*Americas Distribution
& Service*



ONE CI RETAIL

CUSTOMER JOURNEY



Types of Services Roles

- Sales Growth
- Dealer Support
- Customer Experience
- Digital Development
- Product Expertise
- Marketing
- Training
- Communication
- Strategy



Key Skills

- Effective Communication: Presentations, Training, & Public Speaking
- Cross Functional Collaboration: Ability to Influence & Persuade
- Analytics: Data Gathering and Reporting
- Intellectual Curiosity: Creative & Critical Thinking
- Decision Making
- Problem Solving & Conflict Resolution
- Adaptability: Ability to Prioritize
- Customer & Employee Relations



Thank you!