



**ME 903: GRADUATE
STUDENT LECTURE SERIES
DISTINGUISHED ALUMNI**

THURSDAY | **TIME**
30 APRIL | **4:15 PM**

**MECHANICAL ENGINEERING BUILDING
RM#1106**

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MERCURY MARINE



Every Career is a Journey

Abstract: A brief recap of my career journey will illustrate that success may not be what you think it is. Only about 4% of the world’s people are lucky enough to be in America. Possibilities abound here. Engineering education is a great first step. But you’re not done. You’ve only earned the right to keep learning. When you’re a student for life, success can occur when your preparation meets with opportunity. Difficulty and setbacks will occur; but redirect, persevere and always seek opportunity. Take reasonable risk. Still, there’s always a risk of failure. Focus on the positives; learn from the negatives. Self-doubt is common, but you can drive through it; personal integrity is non-negotiable. Develop networks! Mentors! Surround yourself with people smarter than you.

Most importantly, know that wealth isn’t money: it’s health, relationships, integrity & serving a purpose greater than yourself. Find your passion. Enjoy the ride. Have fun!

Bio: Fred Kiekhaefer is an engineer, entrepreneur, and former senior executive with a career spanning advanced engineering, manufacturing, and marine business leadership. Kiekhaefer is known for his innovative work as the president of Mercury Marine for more than 2 decades. With Kiekhaefer at the helm, Mercury Racing became the high-performance marine engine leader.

Keikhaefer holds a BA in Physics from Ripon College, an MS in Mechanical Engineering from UW–Madison, and an MBA from Northwestern University’s Kellogg School of Management. Fred has led organizations ranging from startups to major divisions at leading companies. His career reflects a lifelong commitment to innovation, continuous learning, and leadership guided by purpose and integrity.