



## BIO

# Jim Morrison

## Senior Vice President and Head of Jeep Brand North America — Stellantis

Jim Morrison is Senior Vice President and Head of Jeep® Brand North America -- Stellantis. He was named to the position in June 2019. In this position, he has responsibility for sales and marketing strategic operations for the company's Jeep brand in the United States, Canada and Mexico. Sales for the Jeep Brand in North America exceeded 800,000 units in 2021.

Morrison led the Jeep brand's North American new product offensive as the brand celebrated its 80th anniversary in 2021, including the launches of the Jeep Wrangler 4xe, Wrangler 392, the Jeep Grand Cherokee family of SUVs, including the two-row, new three-row Grand Cherokee L and the first electrified Grand Cherokee, the Compass and the premium extension of the Jeep brand with the new Wagoneer and Grand Wagoneer.

Morrison has been a driving force behind the Jeep brand's 4xe electrification plans in North America, including the sales success of the new Wrangler 4xe as the #1 selling PHEV in the America, as well the recent introduction of the first-ever electrified Jeep Grand Cherokee, which delivers 49 MPGe and 25 miles all-electric range.

Morrison started his automotive career working at a Chrysler/Jeep/Dodge/Ram dealership before making the move to what is now Stellantis North America. He has held several roles in the United States and Canada in various sales and marketing positions.

Morrison was most recently Head of Jeep Brand, FCA – North America, Ram Brand, FCA - North America and Director – Jeep Brand Product Marketing and Global Coordination. Significant elements of his professional background include:

- 2022 – Senior Vice President and Head of Jeep Brand North America - Stellantis
- 2019 – 2022, Head of Jeep Brand, FCA - North America
- 2016, Head of Ram Brand, FCA - North America



- 2015, Director - Jeep Brand Product Marketing and Global Coordination, FCA US LLC
- 2011, Director - Jeep Brand Product Marketing
- 2010, Senior Manager - Product Marketing Jeep
- 2004, Senior Manager - Product Strategy and Volume Planning, FCA Canada Inc.
- 2004, Senior Manager, Chrysler/Jeep Brands
- 2002, Senior Manager, Regional Manager
- 2001, Senior Manager, Marketing Product Planning
- 2000, National Incentives Manager - Sales
- 1996, Dealer Development Manager - Atlantic Region - Sales
- 1995, Business Team Manager - Ontario Region

Morrison earned a Master of Business Administration from the University of New Brunswick (1992) and a Bachelor of Arts and Science from the University of New Brunswick (1990). He also attended the Ivey Business School of the University of Western Ontario focusing on Marketing Management (1999).

Morrison was born in Fredericton, New Brunswick, Canada.

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