

Contact: Kristin Starnes

Morrison, Jim
Head of Jeep Brand, FCA - North America

Jim Morrison is head of Jeep® brand, FCA - North America. 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.

Morrison was previously head of Ram brand, FCA - North America and director – Jeep brand product marketing and global coordination.

Prior to being appointed director, Morrison spent nearly 20 years with FCA US in the United States and Canada in various sales and marketing positions. Significant elements of his professional background include:

- 2019 - current, 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 in marketing management (1999).

Morrison was born in Fredericton, New Brunswick, Canada.

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