

Contact: Diane Morgan

Adams House, Kim
Head of Licensing and Merchandising, All Brands for Stellantis N.V.
Head of Multicultural Marketing & Advertising, Stellantis North America

Kim Adams House has held several senior level executive positions within Stellantis and has a breadth of experience, with current oversight of the company's successful revenue-generating global licensing and merchandising program, which includes the launch of the first online Amazon stores for all North American brands. In this capacity, House serves as the global lead for the licensing and merchandising cross-functional team to ensure best practices are used to optimize results for all regions.

In her dual leadership role, House also oversees the company's multicultural marketing and advertising efforts. In this role, House aligns the goals and objectives with each individual brand team across Alfa Romeo, Chrysler, Dodge, FIAT, Jeep® and Ram, leveraging important cultural insights to tailor strategies and campaigns that truly resonate with multicultural consumers for each brand or nameplate. Under House's leadership, Stellantis recently added TKT & Associates, which is Black- and woman-owned, to its U.S. creative roster to become the automaker's first agency of record specifically dedicated to Black audience marketing efforts.

During House's 10-year tenure as the head of Jeep brand advertising (2009-2018), she directed the overall strategy and creative for all advertising campaigns for the brand and its individual nameplates during a pivotal time in the brand's storied history, when sales grew by more than 500%.

House's recognitions include DBusiness Powered by Women Award in 2020, named one of Savoy Magazines' Most Influential Black Executives in Corporate America in 2020, and the shared acknowledgement with marketing colleagues as Marketer of the Year by Advertising Age as well in 2012.

Since joining the company in 1999, House has experience in brand marketing, product marketing, advertising and communications. Significant elements of her professional background include:

- 2022-current, Head of Multicultural Marketing and Advertising, Stellantis North America and Head of Licensing and Merchandising, All Brands, Stellantis N.V.
- 2018-2022, Head of Licensing and Merchandising, All Brands, Chrysler Group LLC
- 2009-2018, Head of Jeep Brand Advertising, Chrysler Group LLC
- 2008, Senior Manager Chrysler and Jeep Brand Advertising and Communications
- 2008, Senior Manager Chrysler Brand Advertising and Communications
- 2007, Brand Manager - Jeep Liberty
- 2004, Brand Product Manager - Jeep Commander
- 1999, Brand Manager - Jeep Wrangler

Born and raised in Detroit, Michigan, House earned her undergraduate degree from the University of Michigan and her Master of Business Administration from George Washington University in Washington, D.C.

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