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Dan Reid

Bosanac, Mark

Head of Mopar Service, Parts & Customer Care, FCA - North America

Mark Bosanac is Head of Mopar Service, Parts & Customer Care, FCA - North America. He was named to the position in April 2019. He oversees the strategy for the Mopar parts and services business in the U.S., Canada and Mexico.

Previously, he was Head of NAFTA Supply Chain Management and Global Parts SCM & Operations. Bosanac has held positions of increasing levels of responsibility since joining the company in 1986. He also has extensive experience in the vehicle chain and sales and marketing organization, specifically in the area of retail planning, sales and dealer relations.

His work and academic background includes:

- 2019 - current, Head of Mopar Service, Parts & Customer Care, FCA - North America
- 2015, NAFTA Supply Chain Management and Global Parts SCM & Operations
- 2014, Mopar Global SCM & International
- 2012, Chrysler Brand Product Marketing
- 2009, Demand Planning & Order Management - Chrysler LLC
- 2007, Vice President of Chrysler Canada Marketing
- 2006, Director of U.S. Incentives & Programs - Chrysler LLC, DaimlerChrysler
- 2005, Director of Sales Planning & Programs
- 2003, Director of Marketing Development & Sales Planning
- 2001, Senior Manager of Fleet Marketing
- 2000, Assistant Manager - Sales and Services - Chicago Zone
- 1998, Assistant Manager - Sales and Service - Charlotte Zone
- 1996, Field Operations Senior Specialist
- 1994, Product Program Specialist
- 1991, Sales Agreement Coordinator
- 1987, District Sales Manager of New York Zone
- 1986, Sales Trainee

Bosanac holds a master's degree in business management from Michigan State University (1995) and a bachelor's degree in marketing from Adrian College (1986).

He was born in Monroe, Michigan.

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