

Contact: Diane Morgan

**Hunter, Marissa**  
**Head of Marketing, FCA - North America**

Marissa Hunter was named Head of Marketing, FCA - North America in April 2019. In her role, she is responsible for overseeing and developing marketing for the Company's brands in North America. She will also continue in her role as Director of Brand Advertising.

Hunter was named Director of Brand Advertising in 2016 where she oversees the creation and implementation of national marketing campaigns across the automotive company's portfolio which includes Alfa Romeo, Chrysler, Dodge, FIAT, Jeep® and Ram. She joined the Company in August 2009 as Head of Advertising, Ram Truck Brand, working previously at BBDO Detroit advertising agency.

Her work experience and academic background include:

- 2019 - current, Head of Marketing, FCA - North America
- 2016, Director of Brand Advertising (including Multicultural and Cross-Regional)
- 2013, Director of Brand Advertising and Head of Ram Truck Brand Advertising, Chrysler Group LLC
- 2009, Head of Advertising – Ram Truck Brand
- 2008, Account Director – Dodge Brand/Car/Motorsports, BBDO Detroit
- 1998-2007, Automotive account positions of increasing importance, BBDO

Hunter graduated from Michigan State University with a bachelor's degree in communication (1997).

She was born in Bay City, Michigan.

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Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>