

Contact: David Elshoff

Hegbloom, Robert
Head of Ram Brand International, FCA US LLC

Robert J. Hegbloom was named Head of Ram Brand International, FCA US LLC, in February 2016. In this position, he has responsibility for expanding Ram Brand sales outside North America.

Previously, he was Head of Ram Brand, responsible for sales and marketing for the Company's truck brand.

From 2011 to 2014, Hegbloom served as Director - Ram Brand Product Marketing, where he was responsible for all current and future Ram Brand related products and marketing initiatives. In 2010, Hegbloom was appointed Director – Truck, Large SUV and Commercial Vehicle Product Planning, responsible for the current and future plans for all pickup trucks, E segment SUVs and any commercial-related vehicles.

Since first joining the Company in 1986 as a Service and Parts District Manager in Washington, D.C., Hegbloom has held a variety of positions within the Company, including:

- 2016 – current, Head of Ram Brand International, FCA US LLC
- 2015, Head of Ram Brand, FCA - North America
- 2014, President and CEO, Ram Brand
- 2011, Director - Ram Brand Product Marketing, FCA US
- 2010, Director - Truck, Large SUV and Commercial Vehicle Marketing
- 2010, Director - Truck, Commercial and SUV Product Planning
- 2009, Senior Manager - Jeep® Brand Product Marketing
- 2009, Senior Manager - SUV Product Marketing, Chrysler LLC
- 2006, Senior Manager - Dodge Truck Marketing, Chrysler LLC, DaimlerChrysler
- 2005, Senior Manager - Dodge Truck Product Planning
- 2001, Manager - Dodge Truck Marketing
- 1999, Regional Field Marketing Manager - Dodge Marketing
- 1998, Senior Specialist - Sales and Marketing Operations
- 1996, Manager - Dealer Placement, Chrysler Corporation
- 1995, Manager - Customer Relations
- 1992, District Manager - Service
- 1988, District Manager - Service and Parts

Hegbloom earned an associate's degree in Automotive Tech and bachelor's degree in Automotive Management from Ferris State University (1986). He also holds a Master of International Business degree from Central Michigan University (1999).

Hegbloom was born in Muskegon, Mich.

20160229

-###-

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