

Contact: Jodi Tinson

Lares Ortiz, Jorge Luis
Head of Manufacturing, FCA - North America

Jorge Luis Lares was appointed Head of Manufacturing, FCA - North America in February 2019. In this position, he is responsible for all assembly, stamping and powertrain manufacturing operations in the United States, Canada and Mexico, as well as implementation of the World Class Manufacturing system at all FCA US LLC manufacturing facilities.

Lares was most recently Head of Manufacturing, FCA Mexico, where he was responsible for the operations of seven facilities – including three assembly, two engine and two stamping plants – in Saltillo and Toluca, Mexico. Since his appointment in 2014, Lares led the implementation of World Class Manufacturing, the Company's operating system, in Mexico and achieved record production at all plants. He also successfully launched several engines, including the Tigershark, Hellcat, Demon and Pentastar Upgrade, as well as three new vehicles – the Fiat 500e, Jeep® Compass and Ram ProMaster for the Latin American region. He also oversaw the launch of the refresh of the Ram Heavy Duty truck in Saltillo.

Lares joined the Company in 1993 as a Process Engineer at the Toluca Stamping Plant, bringing with him extensive experience in stamping and the steel industry working in Mexico, the U.S. and Japan. He has held positions of increasing responsibility within manufacturing, including being named plant manager at several Mexican facilities. While plant manager at Saltillo Truck, the Ram Heavy Duty was recognized as Motor Trend's Truck of the Year in 2010.

His work and academic background also includes:

- 2019 - current, Head of Manufacturing, FCA - North America
- 2014-2019, Vice President - Head of Manufacturing, FCA Mexico
- 2011-2014, Plant Manager, Toluca Assembly Plant
- 2007-2011, Plant Manager, Saltillo Truck Assembly Plant
- 2004-2007, Senior Manager - Body-in-White and Stamping, Saltillo Stamping, DaimlerChrysler
- 2000-2004, Plant Manager, Saltillo Stamping Plant
- 1996-2000, Production and Die Maintenance Manager, Saltillo Stamping Plant, Chrysler Corporation
- 1995-1996, Advanced Manufacturing Manager, Advanced Stamping Manufacturing Engineering (Auburn Hills, Michigan)
- August 1993, Advanced Manufacturing Process Engineering
- April 1993, Process Engineer, Toluca Stamping Plant

Lares earned a Master of Business Administration (2007) from IPADE, the Mexican-subsiary of Harvard University in Cambridge, Massachusetts. He graduated with honors with a Master in Productivity (2002) from the Universidad Autónoma del Noreste and received a Bachelor in Industrial Engineering (1989) from the Instituto Tecnológico de Zacatecas, where he was a Valedictorian.

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