

Koval Jr., Mike

Director - U.S. Ram Brand Product Marketing

Mike Koval Jr. was named Director - U.S. Ram Brand Product Marketing in June 2019. In this position, he is responsible for Ram brand strategy including product portfolio, marketing and retail sales planning in the U.S.

Prior to his current role, Koval held a variety of positions of increasing responsibility which included Head of Ram Brand Operations where he handled vehicle and media mix optimization and pricing strategies.

His work experience and academic background include:

2019 - current, Director - U.S. Ram Brand Product Marketing

2016, Head of Ram Brand Operations - FCA - North America

2013, U.S. Retail Incentives, Sales Incentives Specialist - FCA US LLC

2011, Demand Planning and Order Management - FCA US LLC

2009, Retail Supply Chain Manager - Great Lakes Business Center - FCA US LLC

2008, Operations Manager – Great Lakes Business Center - Chrysler LLC

2004-2008, Variety of sales positions within the Great Lakes Business Center - Chrysler Group, DaimlerChrysler

2002, Senior Staff Agent - Global Customer Relations - Chrysler Group, DaimlerChrysler

Koval holds a bachelor's degree in business administration from Central Michigan University (2002).

He was born in Southfield, Michigan.

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