

**Broadbear, Edward G.**

**Vice President - Marketing, Chrysler Canada**

Edward Broadbear was appointed Vice President - Marketing, Chrysler Canada in February 2009.

Prior to his current position, Mr. Broadbear was Director - U.S. Incentives and Programs. He joined Chrysler in 1987 and has extensive experience in both field and headquarters positions in sales, service, parts and marketing.

Mr. Broadbear's work and academic background includes:

- Vice President - Marketing, Chrysler Canada, February 2009
- Director - U.S. Market Incentives & Programs, September 2008
- Senior Manager - National Dealer Advertising Associations, January 2008
- Retail Sales Promotions Manager - Great Lakes Business Center, 2003
- Senior Manager - U.S. Market Incentives, 2001
- Senior Manager - Five Star, 2000
- Assistant Zone Manager - Sales and Service, Washington, D.C. Zone Office, 1998
- Assistant Zone Manager - Service, Charlotte Zone Office, 1996
- Field Operations Manager - Service, Charlotte Zone Office, 1995
- Business Management Manager - Chicago Zone Office, 1994
- Customer Relations Manager - Chicago Zone Office, 1991
- District Manager - Service and Parts - Chicago Zone Office, 1988
- Service and Parts Trainee, Chicago Zone Office, 1987
- Bachelors of Science in Geology, Eastern Illinois University, 1981
- Masters in Business Administration, Illinois State University, 1987

Mr. Broadbear was born in Decatur, Ill.

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