

Chrysler Executive Bio

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Bigland, Reid

President and Chief Executive Officer - Ram Truck Brand, Chrysler Group LLC

President and Chief Executive Officer, Chrysler Canada Inc.

Head of U.S. Sales, Chrysler Group LLC

Reid Bigland is President and Chief Executive Officer (CEO) - Ram Truck Brand and the Head of U.S. Sales for Chrysler Group LLC. He also is President and CEO of Chrysler Canada Inc.

Bigland was appointed President and CEO - Ram Truck Brand in April 2013. He was named Head of U.S. Sales, Chrysler Group LLC in June 2011. In that capacity, he has full responsibility for the Ram Truck Brand and he is in charge of sales strategy, dealer relations and operations, order facilitation, incentives and field operations in the U.S. He remains President and CEO, Chrysler Canada Inc., a position he was named to in July 2006. Bigland also serves as Chairman, Chrysler Canada.

Previously, he was President of Freightliner Custom Chassis Corporation, a South Carolina-based company.

During Bigland's career he has had responsibility for all aspects of Management, including Human Resources, Sales and Marketing, Manufacturing, Engineering, Product Planning, Customer Service and Distribution in both Canada and the U.S. His professional experience includes:

- 2013 - current, President and CEO, Ram Truck Brand
- 2011 - current, Head of U.S. Sales, Chrysler Group LLC
- 2011 - Head of Dodge Brand, GEC, Fiat S.p.A.
- 2011 - President and CEO - Dodge Brand
- 2006 - current, President and CEO - Chrysler Canada
- 2005, President - Freightliner Custom Chassis Corporation
- 2002, General Manager - Dealer Operations, Freightliner LLC U.S.
- 2001, Director - Vocational Sales, Freightliner LLC's Sterling Trucks and Western Star Trucks
- 1999, Director - U.S. Sales, Western Star Trucks

- 1997, Director - Human Resources, Western Star Trucks
- 1988 - 1997, Progressively responsible management positions, Canadian Airlines International

Bigland received a Bachelor of Arts from the University of British Columbia (1990).

Bigland was born in Kamloops, British Columbia, Canada and holds both American and Canadian citizenship.

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