



## Crystal Worthem

**Title:** Marketing Director, Ford Middle East and Africa

Crystal Worthem is Director of Marketing for Ford Middle East and Africa managing product and consumer marketing for the 67 countries in the Region.

Worthem joined Ford Motor Company in 1999. Since joining the company, she has deepened consumer experience with Ford by working on product/brand integrations into America's top shows and films including American Idol and DreamWorks Need for Speed as well as branded content platforms like the Effie award winning Fiesta Movement and Escape Routes. She also led brand and product marketing for numerous Ford multi-billion dollar brands.

While at Ford, Worthem has worked in several areas of Marketing, Sales, and Service including Brand and Product Marketing, Media, Lincoln Advertising, Multicultural Marketing, Sales Operations for the Philadelphia Region, Asia Pacific Market Research, Global Portfolio Brand Strategy, and Franchising.

She was recently recognized as a Young History Maker by the Michigan Chronicle, Top 40 Under 40 by The Network Journal & Florida A&M University, named Marketer of the Year by Target Market News and featured as one of the top female marketers in Event Marketer Magazines: Women in Events issue.

Worthem has received numerous awards and honors for her efforts including the Event Marketer magazine eX-Award for Fiesta Movement, Ford Experience Tour, Ford Warriors In Pink, Focus Rally, Escape Routes and Drive One 4 UR School as well as the Global Marketing Excellence Award.

Worthem attended Florida A&M University in Tallahassee, FL, where she earned a bachelor's degree in business administration and MBA. She is the wife of Cullen and mom of Cullen III and Chase. Worthem is a member of the Alpha Kappa Alpha Sorority, Inc and is a National Ambassador for Susan G. Komen for the Cure - Circle of Promise.