



## Ford Hires Musa Tariq as Vice President, Chief Brand Officer

- Ford hires leading brand expert Musa Tariq as vice president and chief brand officer, responsible for further building and differentiating the company's iconic Ford brand globally
- Tariq will serve as Ford's most senior creative and strategic primary brand leader, inspiring and influencing Marketing, Communications, storytelling and consumer experiences

**DEARBORN, Mich., Jan. 24, 2017** – Ford Motor Company today announces the hiring of leading brand expert Musa Tariq as vice president and chief brand officer as part of its expansion to an auto and a mobility company and its drive to go further in connecting and engaging with today's consumers.

Tariq, 34, is elected a Ford Motor Company officer and begins work Jan. 30.

In this new role, Tariq is responsible for further building and differentiating the company's Ford brand, one of the most valued in the world. He will work with Marketing, Communications and company leaders across the world to define, build and communicate the Ford primary brand and what it stands for with all stakeholders. His work will complement the successful vehicle nameplate brand marketing and communications work already in place.

"As we grow our business, we're also expanding our focus on and investment in building and differentiating our iconic Ford brand, which is known, loved and trusted around the world," said Mark Fields, Ford president and CEO. "Our opportunity is to connect with even more consumers and stakeholders – some who never have done business with Ford before – through compelling and culturally relevant marketing and communications. Musa has led transformational work at some of the world's most admired brands, and he is a leader known for challenging convention. We're excited for him to bring his expertise, knowledge and passion to Ford."

Tariq will report jointly to Stephen Odell, Ford executive vice president, Global Marketing, Sales and Service, and to Ray Day, Ford group vice president, Communications.

Prior to joining Ford, Tariq was Apple's Global Marketing and Communication director for Retail. In this role, he launched several initiatives that enhanced the retail experience in more than 490 Apple stores and for more than 65,000 Apple Retail employees around the world.

Prior to Apple, Tariq was the senior director of Social Media and Community at Nike, as well as the global head of Digital Marketing and later the first-ever director of Social Media at Burberry.

Tariq started his career in marketing and advertising, serving in leadership roles at JWT and Saatchi & Saatchi Advertising.

For biographical information and a photo of Musa Tariq, [click here](#).

## About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).