



## FORD MEDIA CENTER



# Jacques Brent

Director, Product Marketing

Jacques Brent is Ford's director, Product Marketing. In this position, he has global responsibility for alignment between Ford's Marketing and Product Development activities, including improving the product planning process, representing the voice of the customer, and leading pricing strategy.

Over his 20-year career, Brent has accumulated deep marketing expertise from serving in multiple global assignments, spanning three continents. Prior to his current role, Brent served as president of Ford Middle East and Africa (MEA), leading the company's operations of more than 70 markets and, before that, he served as vice president of marketing for Ford Asia Pacific, a role that covered the 12 major markets of the region.

Brent also has served as group marketing manager for large cars and SUVs based at Ford's world headquarters in Dearborn, Michigan. In this role he worked closely with the car and utility lines that form a large portion of the Ford business in the United States, and where his remit included both the current portfolio of performance vehicles and the development of future performance products.

Brent's first experience in Asia Pacific came before his Dearborn posting, having moved to Ford's Shanghai office to take on the role of executive marketing director for the Asia Pacific and Africa region before the formation of the Ford MEA business unit.

Brent has also enjoyed a successful term as vice president of marketing, sales and service for Ford Motor Company of Southern Africa.

Having joined Ford's South Africa operation in 1995, and with multiple global assignments spanning three continents, Brent has vast experience in setting up and developing sales and operations in new and emerging markets. His career thus far has included leadership roles within a number of different markets, across various brands, and in finance, marketing, sales and general management.

Brent comes from a family of Ford employees, with his father having worked for Ford for 38 years, beginning in his home town of Port Elizabeth, South Africa.