



## FORD MEDIA CENTER



# James D. Farley, Jr.

Chief Executive Officer

James “Jim” D. Farley, Jr., is president and chief executive officer, Ford Motor Company, effective October 1, 2020. He also serves as a member of the company’s board of directors. As CEO, Farley is focused on accelerating Ford’s transformation through operational excellence that benefits customers and delivers sustainable profit growth.

He succeeds Jim Hackett, who elected to retire October 1, 2020.

In his previous role as Chief Operating Officer, Farley worked to strengthen Ford’s automotive operations, overseeing all of Ford’s global markets and automotive operations including Product Development, Purchasing, Enterprise Product Line Management, Manufacturing & Labor Affairs, Marketing, Sales & Service, and Quality & New Model Launch. He also oversaw Mobility Partnerships and Ford Autonomous Vehicles LLC.

Farley also represents Ford on the U.S. China Business Council Board of Directors.

Previously, Farley served as president of New Businesses, Technology and Strategy. In this role, he led Ford’s strategic transformation into a higher growth, higher margin business by leveraging smart, connected vehicles and breakthrough customer experiences. In this role, Farley oversaw Corporate Strategy, Global Data Insight and Analytics, Global Partnerships, Research & Advanced Engineering as well as Ford Smart Mobility and Ford Autonomous Vehicles.

Farley also served as Ford’s executive vice president and president of Global Markets. In this role, he was responsible for overseeing Ford’s business units: The Americas, Europe, Middle East & Africa, and Asia Pacific. In addition, Farley oversaw The Lincoln Motor Company, global Marketing & Sales, and the strategy and business model development for electrified vehicles.

From 2015 to 2017, Farley served as executive vice president and president, Ford Europe, Middle East and Africa. In this role, he led Ford’s business transformation in Europe, executing the plan to achieve profitable growth through an unprecedented focus on new products, a strong brand and increased cost efficiency. In 2016, he led Ford’s European operations to record profitability, record margins and increased sales.

Prior to his position in Ford Europe, Middle East and Africa, Farley served as executive vice president of Global Marketing, Sales & Service where he led the company’s drive to connect more closely with customers through integrated global marketing, advertising, digital communications, brand development and research. He also was instrumental in leading the ongoing reinvention of the Lincoln brand, setting it on a path for growth as a world-class luxury brand and customer experience, including the launch of the all-new Lincoln MKC and Lincoln’s introduction in China.

When he was appointed to lead global marketing sales and service in August 2010, it marked the first time Ford had a single global leader for Marketing, Sales & Service. He also held operating responsibility as the senior global leader for Lincoln from December 2012 to August 2014.

Prior to that, Farley was group vice president, global marketing and Canada, Mexico and South America. He had added responsibility for Ford’s operations in Canada, Mexico and South America in September 2009. Before joining Ford in November 2007, Farley was group vice president and general manager of Lexus, responsible for all sales, marketing and

customer satisfaction activities for Toyota's luxury brand. Before leading Lexus, Farley served as group vice president of Toyota Division marketing and was responsible for all Toyota Division market planning, advertising, merchandising, sales promotion, incentives and internet activities.

Farley joined Toyota in 1990 in the strategic planning department and served in several product and marketing positions in the United States and Europe. One of Farley's most noted accomplishments is his responsibility for the successful launch and rollout of Toyota's new Scion brand.

Born in 1962, Farley attended Georgetown University in Washington, D.C., where he earned a bachelor's degree in economics and computer science, and the University of California, Los Angeles (UCLA), where he completed his MBA with a focus in finance. He and his wife, Lia, have three children.