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Stellantis North America Names Rajoielle Register as Senior Vice President Marketing

June 3, 2024, Auburn Hills, Mich. - Stellantis North America today announced Rajoielle (Raj) Register has joined the company as senior vice president, regional marketing, effective immediately.

Register will be responsible for the company's North American marketing, media and analytics efforts in support of the automotive company's iconic brand portfolio, which includes Alfa Romeo, Chrysler, Dodge, FIAT, Jeep® and Ram. As part of a department restructure aligned with Register's new role, the company has made the strategic decision to combine marketing, social and digital media, website, analytics and paid media operations, allowing for centralized decision-making in support of a results-driven culture.

"Raj joins us at an exciting time in our transformation, most importantly, as we introduce a host of electric vehicles to the U.S. market," said Carlos Zarlenga, CEO, Stellantis North America. "Her marketing experience in a dynamic, global organization coupled with the positions she's held to support the shift to electrification will allow her to hit the ground running, creating strategies that showcase and celebrate the strength of our brands and products."

Register joins Stellantis from Sysco Corporations where she served as vice president, chief marketing officer. Prior to that, she held a series of roles with increasing responsibility at Ford Motor Company where she was head of U.S. battery electric vehicle marketing, head of global brand and experiences, and served in product development, sales, service and engineering.

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>