

Reid Bigland

Head of U.S. Sales



Reid Bigland was appointed Head of Ram brand in October 2018. He was named a member of the Group Executive Council (GEC) in September 2011.

He is also Head of U.S. Sales, which he was appointed to in June 2011, where he has full responsibility for sales strategy, dealer relations and operations, order facilitation, incentives and fleet and field operations. In addition, he serves as Chairman, President and Chief Executive Officer of FCA Canada, a position he was named to in July 2006.

Prior to his current roles, Mr. Bigland was Head of Alfa Romeo and Maserati, Head of Alfa Romeo North America, President and CEO of the Ram brand, and President and CEO of the Dodge brand.

Before joining the Group in 2006, he served as President of Freightliner Custom Chassis Corporation, a South Carolina-based company.

He received a Bachelor of Arts from the University of British Columbia.

Mr. Bigland holds both American and Canadian citizenship.