



Bob Broderdorf
Jeep® CEO

Bob Broderdorf was appointed CEO of Jeep® in February 2025.

Before being named Jeep Brand CEO, Broderdorf served as Senior Vice President and Head of Jeep brand for North America, the brand's most significant region for volumes and revenue.

Broderdorf has over 25 years of experience driving growth and profitability, both globally and in the United States, for leading Stellantis brands including Ram, Dodge and Jeep. Prior roles have included Senior Vice President of Ram global operations and Senior Vice President of Dodge sales operations.

A native of Michigan, Broderdorf holds a Bachelor of Science in marketing and information systems from Oakland University in the Detroit metro area.

(Updated February 2025)