

# AUTOMOTIVE SUMMIT 2014

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## Mr. Matt Bradley

Automotive Council, The American Chamber of Commerce in Thailand Committee (AMCHAM)

President, Ford ASEAN

## Biography



Matt Bradley was appointed president, Ford ASEAN, in August 2012. He is based at Ford's ASEAN headquarters in Bangkok, Thailand, and reports directly to Dave Schoch, group vice president and president, Asia Pacific.

Bradley is responsible for managing and growing Ford's integrated operations across its ASEAN markets – including Thailand, the Philippines, Indonesia, Malaysia and Vietnam – as well as the company's Asia Pacific and Emerging Markets (APEM) business unit.

Bradley also oversees Ford's ASEAN manufacturing operations, which includes two plants in Thailand – the new, \$450 million state-of-the-art Ford Thailand Manufacturing (FTM), and AutoAlliance Thailand (AAT) joint-venture facility – as well as a plant in Vietnam.

Bradley was formerly vice president, Sales, Service and Distribution, Ford Asia Pacific and Africa, based in Shanghai, China, a position he held for almost two years.

Bradley has been with Ford for 24 years in roles of increasing responsibility in Marketing, Strategy, and Sales and Service, within the company's Ford, Lincoln Mercury, and Ford Customer Service Division.

He has lived and worked in Shanghai, Detroit, Boston, New York, and Memphis, Tennessee. Bradley is a native of Boston and received a Bachelor's degree in Economics from Boston College in 1988.

He and his wife Jennifer have three sons, Ryan, Kevin, and Sean.

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