

Donald James

Marketing Director, Commercial Vehicles & Aftermarket Continental Automotive Systems North America

Donald James was appointed as marketing director, Commercial Vehicles & Aftermarket NAFTA region in January 2008. Prior to this appointment he was responsible for launching Continental's aftermarket marketing and product management program for ATE brakes in 2005. Donald is currently responsible for the marketing communications strategy, advertising and brand strategy, promotional activities, and brake product management strategy for North America.

Prior to joining Continental, Donald held a number of positions at Federal-Mogul Corporation, as marketing product manager for Wagner Brake hydraulics, where he led a variety of marketing initiatives, including customer product training, development programs and promotional campaigns. He also served as marketing product manager for Federal-Mogul's brake friction group, where he was instrumental in launching new customer programs. Prior to these positions, Donald served as customer service training supervisor at Federal-Mogul.

Donald earned his bachelors degree in economics from the University of Michigan in Ann Arbor, Michigan and his executive MBA from Lawrence Technological University in Southfield, Michigan. He is currently pursuing his doctorate in business from Lawrence Technological University. Donald's research agenda is in the area of sustainability, green business, and marketing strategy.

Mr. James and his wife Neena reside in Detroit, Michigan.

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