
Christine Feuell

Johnson Controls
Milwaukee, WI



Christine Feuell is a Global Marketing & Sales Executive with over 20 years of proven leadership and driving measurable results at Ford Motor Company and Johnson Controls. Christine's specialties are in the areas of global marketing, brand & product strategy, product & portfolio management, translating customer, market insights & trends into actionable business strategies, team leadership and development and continuous process improvement.

Christine enjoyed more than 20 years of progressive responsibilities at Ford Motor Company, including zone sales leadership, Group Product Manager & Marketing Manager for Sport Utility Vehicles, Director of Ford's \$500M Aftermarket Accessories Parts business, and Global Marketing Director. Since joining Johnson Controls in 2010, Christine led Marketing & Strategy for the Power Solutions business unit and now leads Strategic Marketing for Building Efficiency, a \$15B business. Key achievements include the development and implementation of a global brand strategy, consistent brand and marketing management processes, digital and social media strategy and launching a global product and portfolio management organization.

Extending her influence to community involvement, Christine serves on the Michigan State University Broad School of Management Advisory Board, is a member of the Executive Advisory Network for Meta House which provides rehabilitation and support services for women in Milwaukee suffering from substance abuse, and supports Wisconsin Literacy Services committed to increasing adult literacy in the Milwaukee community.