

## Pamela Krebs

Pamela A. Krebs  
Director of Advertising & Sales Promotion  
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Education: BFA, Bradley University, 1973  
Kellogg School of Management- Executive Program--Certification of  
Professional Achievement in Leadership and Management, 2003

### Professional Experience:

30 plus years of marketing communications experience in the United States with concentration in the areas of corporate and product branding.

### Current Position:

Pam has worked for Robert Bosch Corporation since 1984 in various advertising positions. Today, as Director of Advertising & Sales Promotion, Pam leads brand management for the Bosch Automotive Aftermarket Division. This involves the crafting of brand strategy and identifying and championing brand positioning distinctives. Pam with her department team of 13 associates focus their attention on brand/customer support initiatives involving national and channel market advertising, end-consumer and customer specific promotions, category management support initiatives, race team and race venue sponsorships, event marketing, trade shows, product packaging, merchandising displays and point-of-sales materials, as well as B2C internet branding and public relations.

### Automotive Aftermarket Associations:

- Chair – AAIA Marketing & Member Relations Committee
- Member – AAIA Board of Directors
- Member of the --Car Care Council Women's Board
- Member of the --Car Care Council Executive Board ( Board provides leadership and oversight to the council in moving the "Be Car Care Aware" campaign to the next level)