



JIM BROWN



Director of Global Marketing Services Honeywell Consumer Products Group

Jim Brown has almost two decades of experience in aftermarket marketing, communications, research, branding and new product launches. Currently director of global marketing services at Honeywell Consumer Products Group (CPG), this self-avowed “free thinker” has made a career out of launching successful advertising, public relations and marketing campaigns for the FRAM[®], Prestone[®] and Autolite[®] brands. His accomplishments include more than 15 new ad campaigns, two Gold EFFIE Awards, two Magellan awards and some 45 new product launches.

Brown has been with the CPG team for 13 years and has held a number of positions, including product manager, Prestone Car Care; director of marketing, FRAM Filtration; and director, CPG New Products. In his current position, Brown oversees all branding, advertising, public relations and digital efforts. He also plays an integral role in the brands’ adoption and utilization of social media.

Brown began his career as a reporter and promotion designer for The Howard Publications newspaper chain. He also spent five years in marketing/advertising with Chicago-based aftermarket products manufacturer Gold Eagle Company. Holding a bachelor’s degree in business management from St Joseph’s College, Jim lives with his wife, Lisa, and daughter, Hannah, in Brookfield, Conn.