

BIOGRAPHY

Alan Bethke

Senior Vice President, Marketing

Alan Bethke is Senior Vice President, Marketing for Subaru of America, Inc. (SOA). In his role, Bethke is responsible for the Subaru marketing department, including brand strategy, model strategy, new product launches, media planning and buying, advertising creative, digital customer experience, marketing analytics, brand partnerships and sponsorships, and regional and retailer level marketing. Bethke also leads SOA's efforts for product, including the product management and infotainment and telematics departments, as well as the company's corporate communications department.

Across two decades at Subaru, Bethke has spearheaded brand marketing as steward of the legendary Subaru "Love" campaign and the brand's Love Promise, which represents the heart of Subaru as a force for good in its communities. Bethke has guided the continued evolution of Subaru, and through award-winning advertising creative and dynamic strategy, has launched new models, increased consumer favorable opinion and led Subaru to record levels of brand and product demand. During his tenure, Bethke has also had overall responsibility for the Customer Advocacy Department, a customer call center with more than 150 employees.

Prior to being promoted to Senior Vice President in 2016, Bethke held multiple positions in the Subaru marketing department, including roles as Vice President, Director, and Manager. Bethke joined SOA in 2003 as a District Sales Manager. Before joining Subaru, he held roles multiple marketing and sales roles in the Automotive business at American Suzuki Motor Corporation and several sales roles at Maytag Appliances.

Bethke graduated Magna Cum Laude with an MBA from Rutgers School of Business – Camden, and holds a bachelor's degree in marketing from Penn State University. Bethke is a two-time winner of the Adweek Brand Genius Awards, one of only three marketing executives to have earned the honor more than once. He has lived and worked in Japan, and in eight states across the United States. He currently resides in New Jersey with his wife and three sons.

