

Richard J. Jago
President, Consumer Products Division
Old World Industries, Inc.



Richard Jago, President, Consumer Products division of Old World Industries, Inc., began his career at Old World in 1989 as a Marketing Manager and assumed responsibility for the entire Consumer Products division in 1993.

Old World Automotive markets ten of its own brands of antifreeze (including its flagship brand, PEAK antifreeze) and produces over 100 private labels for the automotive, mass merchant and commercial distribution markets in the United States. Old World also markets windshield wash, wiper blades, motor oil, 12-volt electronic items, bed liner kits, as well as various other products on a national basis.

Prior to coming to Old World, Jago spent ten years in the corporate offices of Montgomery Ward, Inc. in Chicago, working in various marketing positions in virtually every department—including apparel, sporting goods, lawn & garden and electronics. He gained much of his experience in the automotive field during his last five years at Montgomery Ward when he worked in their automotive division as both a marketing manager and buyer.

Jago's experience also includes a position as a writer for WBBM-TV, the Chicago affiliate of CBS, where he worked following his graduation from Loyola University.

Jago resides in a Chicago suburb with his wife Lisa and their two children, Kyle, 19, and Lucas, 15. He currently serves on the Board of Directors of the Automotive Aftermarket Industry Association (AAIA).