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LINCOLN MEDIA CENTER



Brad Jaeger

Aviator Brand Manager, The Lincoln Motor Company

Brad Jaeger, Aviator Brand Manager, The Lincoln Motor Company, is responsible for launching Lincoln's new flagship SUV, Aviator, in 2019.

Jaeger's role is interdisciplinary, working with marketing and sales, dealers and engineers to launch The Lincoln Motor Company's newest vehicle.

Jaeger earned his bachelor's degree in engineering from Vanderbilt University in Tennessee, and his master's degree in business administration from the University of Virginia.

"I feel my previous work experience on electrification at Ford Global Strategy has proven to be very useful as we plan to introduce Lincoln's first electric powertrain," he says. Aviator will launch with a plug-in hybrid engine in 2019.

Jaeger is a professional racecar driver and has been involved in racing since he was 12 years old. When his mind is off racing and cars, he enjoys spending time with his wife, Elaine, who is a jewelry designer. He also is a musician and plays the piano, guitar and mandolin with equal grace.

"I love new challenges, and launching an all-new vehicle for Lincoln requires the perfect blend of taking risks and finding innovative solutions," he says.