



L I N C O L N

LINCOLN MEDIA CENTER



Eric Peterson

Marketing Communications Manager, The Lincoln Motor Company

Eric Peterson, marketing communications manager, is responsible for advertising and communications for The Lincoln Motor Company, bringing to life the Lincoln product and services story through existing and new consumer channels.

“We want to connect with our clients in a meaningful way, and through channels they prefer,” says Peterson. “While TV and digital continue to be important for mass awareness, experiential and social are critical channels to help Lincoln truly connect with potential clients in more personal and engaging ways.”

Peterson has extensive experience at Ford and Lincoln, having been with the company for more than 20 years.

Prior to this role, Peterson was responsible for the global launch of Ford’s mobility app, FordPass™, across 22 markets around the world. In previous roles, he was brand manager for Ford Explorer, Ford Edge, Ford Flex and the first-ever aluminum Ford F-150. He led the reveal of the 2010 Ford Explorer on Facebook, the first-ever vehicle reveal on the social platform.

Peterson’s previous responsibilities with Lincoln include working closely with dealers across the country and several brand manager roles.

“With all the impressive new vehicles in our lineup, Lincoln is delivering on its brand promise of great products and warm, human, personally crafted client experiences. I look forward to building on this momentum,” he adds.

Peterson is a graduate of the University of Minnesota. Along with his wife Katie and his daughters Kelly and Megan, they enjoy spending time together as a family, catching up on their favorite shows or traveling and exploring new places.