



L I N C O L N

LINCOLN MEDIA CENTER



Greg Wood

MANAGER, SALES AND SERVICE, THE LINCOLN MOTOR COMPANY

Greg Wood, Manager, Sales and Service, The Lincoln Motor Company, is responsible for enhancing the Lincoln dealer network while growing Lincoln's sales, share and reputation as an exceptional luxury brand.

Previously, Wood was the regional manager of sales and service for the Dallas region. Since starting with Ford Motor Company in 1995, he has served on the finance staff and has also held managerial sales and marketing positions in Atlanta, Detroit, Cincinnati and Orlando.

His depth and breadth of experience prepared him for his current role, teaching him to carefully assess individual needs of the marketplace.

"My experiences working throughout the country have helped me understand the differences regarding our regional marketing and operating needs," he said. "They've provided me with a wealth of knowledge that will support me in this role."

He realizes that Lincoln, as a luxury brand, has clients who are unique and need to be marketed to as such. "We're not just providing a vehicle; we offer an entire experience – one that's warm, human and personally crafted," he said.

Wood, whose father owns a car dealership outside of Pittsburgh, Pa., has an affinity for dealers he believes both assists and motivates him in his work.

"I grew up with a passion for the dealer network," he said. "I've always been interested in the dealer channel and value them as a key extension and partner to the manufacturer."

Wood received his undergraduate degree from the Indiana University of Pennsylvania in 1990, and his master's degree from the University of Pittsburgh in 1995, specializing in finance for both degrees.

He and his wife, Daria, live in Northville, Mich., and have four children. He spends much of his free time on home, family and school-related activities.