



L I N C O L N

LINCOLN MEDIA CENTER



Jake Isaac

Nautilus Brand Manager, Lincoln

Jake Isaac, brand manager for the Lincoln Nautilus, is responsible for leading the overall marketing strategy for the brand's mid-size luxury SUV.

Prior to his current role, Isaac spent the first six years of his career working closely with Lincoln's retail partners in variable marketing and retail marketing communications.

After graduating with his degree from Michigan State University, Isaac originally thought he would pursue a career in advertising. His career took him to the automotive industry, and he's been part of the Ford and Lincoln team since 2012.

Working on the Lincoln brand team, Isaac says open and candid dialogue is key. "We are a very tight knit group and are very passionate about delivering products and experiences that will surprise and delight our clients."

In his spare time, Isaac enjoys being in the kitchen and testing out new recipes. He also enjoys traveling to new cities and learning about different cultures.