



L I N C O L N

LINCOLN MEDIA CENTER



Jennifer Engel

Aviator Brand Manager, The Lincoln Motor Company

Jennifer Engel, Aviator Brand Manager, The Lincoln Motor Company, is responsible for continuing the momentum behind the all-new Aviator, Lincoln's flagship three-row SUV.

Her role is interdisciplinary, working with marketing and sales to continue keeping Aviator in the spotlight and introducing new clients to the brand.

Engel joined Ford in 2018 as the Global Digital Marketing Manager, where she established the Ford Design System, a cohesive cross-channel strategy that enabled an optimal interactive user experience for consumers.

She also served as a marketing and strategy intern for the company, where one of her projects involved developing loyalty incentives for the brand and the Lincoln Way app; the project served as the foundation for Lincoln Access Rewards.

Engel has an International Master of Business Administration degree from the University of South Carolina and a BA in Foreign Affairs from the University of Virginia. She has extensive international experience, having worked as a Foreign Language Instructor in both Shenzhen, China and Madrid, Spain.

Engel is fluent in Spanish and also speaks beginner Mandarin Chinese.