



L I N C O L N

LINCOLN MEDIA CENTER



Joy Falotico

Group Vice President, Lincoln Motor Company and Chief Marketing Officer

Joy Falotico is group vice president, Lincoln Motor Company and chief marketing officer, effective March 1, 2018. In this role, Falotico is responsible for leading the continued evolution of Lincoln as a world-class luxury brand and oversees all Lincoln operations globally, including product development; marketing, sales and service; and all team members supporting the brand.

Falotico also leads the company's Marketing function and efforts to connect more closely with customers by identifying new opportunities to serve them. She reports to Jim Farley, Ford executive vice president and president, Global Markets.

She is also chairman of the Ford Motor Credit Company board of directors.

Previously, Falotico was chairman and chief executive officer, Ford Motor Credit Company, and a group vice president of Ford Motor Company since 2016.

Falotico had worldwide responsibility for Ford Motor Credit Company, a leading global financial services business that supports Ford dealers and customers, and the sale of Ford and Lincoln vehicles.

Prior to this role, she was chief operating officer, leading Ford Credit's global operations in the Americas, Asia Pacific, Europe, and Middle East and Africa, as well as marketing, sales and brand, business center operations and insurance operations.

Previously, Falotico was executive vice president, Ford Credit Marketing, Sales, Americas and Strategic Planning. She had been responsible for marketing and sales globally, and business operations in North and South America since January 2013, with global strategic planning responsibilities added in January 2015.

At Ford Credit since 1989, Falotico has served in a number of senior positions, including executive vice president of Ford Credit North America. She has served as vice president of U.S. Sales Operations and vice president of global Marketing. Before that, Falotico had pan-European responsibility for customer and dealer service operations and risk management for Ford Credit Europe.

Falotico is involved in the American Financial Services Association (AFSA), a U.S. financing industry trade organization, previously serving on its board of directors and executive committee, and as chair of the AFSA Vehicle Finance Division Board.

Falotico was recognized by *Automotive News* as one of the 100 Leading Women in the North American Auto Industry in 2010 and 2015.

Born in 1967, Falotico holds a bachelor's degree in business administration from Truman State University and a master's degree in business finance from DePaul University.