



L I N C O L N

LINCOLN MEDIA CENTER



Katie Bolen

Brand Manager, Navigator, The Lincoln Motor Company

Katie Bolen, brand manager for The Lincoln Motor Company, heads the launch strategy for Navigator. She describes her role as being a ‘voice of the client,’ working with close to 850 dealerships across North America ensuring they understand the needs of the Navigator client.

Bolen started her journey with Ford in 2002, conducting business with Dealers and Clients in the Southeast US in both sales and services. She moved on to Lincoln in 2013 aiming to transform the client ownership experience, and was at the forefront of launching Lincoln’s immensely successful Pick Up and Delivery program.

“I feel that my prior field experience has helped me immensely in evaluating what our clients like and what they need,” Bolen says. “The Navigator has been riding a crest of popularity, and it has never been a better time to lead the Navigator brand.”

“Our clients are proud to own their Navigator,” she adds.

Bolen’s fondness for cars started long ago, growing up in the Midwest, spending time with her dad in the garage. Her dad firmly believed in the saying of ‘Anything worth doing is worth doing well,’ and that proverb still rings true with her today.

Bolen has a Bachelor’s Degree in Business Administration from the [University of Wisconsin-Madison](#) and moved to Detroit in May 2018 with her husband, Eric; children, Ethan & Kherington and dogs Marlow & Tinkerbell. Settling into Michigan life includes adventure hiking, gardening, experiencing arts / culture, and family bonding time with Disney movies.