



L I N C O L N

LINCOLN MEDIA CENTER



Megan McKenzie

SUV Marketing Manager, The Lincoln Motor Company

Megan McKenzie, SUV Marketing Manager, The Lincoln Motor Company, is responsible for marketing the utility lineup of Lincoln vehicles from development to production and beyond.

The Lincoln SUV line includes the Lincoln MKC, Lincoln Nautilus, Lincoln Navigator, and the soon-to-debut Lincoln Aviator.

McKenzie joined the luxury brand in 2011, working in Lincoln Field Operations after working on Ford for nine years.

She then began working as the Product Marketing Manager for the 2017 Lincoln Continental and the Lincoln MKZ, launching vehicles with advanced technology and the unique trademark grille. She soon realized that Lincoln was on the path to newfound success.

“That position got me so excited about the brand,” recalls McKenzie, who graduated from the University of Texas in Austin with a double major in marketing and international business.

“I was excited about the future and where Lincoln was going.”

After that, she became Lincoln Operations Manager, Central Market Area, helping dealers learn about and deliver the expected client experience. She then became Global Advanced Product Marketing Manager before taking on her current challenge of SUVs.

That wealth of experience has given her a deeper understanding of the Lincoln client, she says, which is invaluable in her position.

“Knowing who our customer is and what they want from a vehicle brand – and how we can bring that to life – is truly critical,” McKenzie says. “I know that they care about the products they invest in, and the stories behind them. They care about the experiences they accumulate in their lives – and who they build them with.”

That information impacts how McKenzie does her job, she says, because she’s always thinking about how the client will use and experience one of Lincoln’s utilities.

“For the Lincoln clients, it’s not just about owning the vehicle,” she says. “It’s about loving the vehicle they own.”

McKenzie, an avid world traveler, lives in Royal Oak. She recently completed her 20th trip to Europe.