



L I N C O L N

LINCOLN MEDIA CENTER



Michael Sprague

North America Director, The Lincoln Motor Company

Michael Sprague, North America Director, The Lincoln Motor Company, is responsible for marketing, sales and service for Lincoln in the United States, Canada and Mexico. In this role, he works to build the brand in North America, enhancing dealer relationships and further developing Lincoln's suite of effortless services. Previously, Sprague served as director, global brand and integrated marketing for Ford, responsible for growing and differentiating the iconic brand around the world.

Before rejoining Ford in 2018, Sprague held a number of roles at Kia Motors America in Irvine, California. As executive vice president and chief operating officer from 2015 to 2018, he was responsible for corporate strategy, sales operations, marketing, service and product planning. He also served as executive vice president for marketing and communications, leading development of the Kia "Hamstars" campaign for the Soul.

Sprague's career with Ford Motor Company began in 1996 when he became a zone manager in Washington, D.C. He went on to other positions in the Memphis region, as well as California and Michigan, where he served in product marketing in Dearborn. In 2007, he was named group marketing manager for Lincoln Mercury, responsible for marketing communications strategy and helping drive Lincoln to become the fastest-growing luxury brand in the United States that year.

"This is an incredible time to join Lincoln as we introduce an unprecedented number of new vehicles, including the all-new Aviator and Corsair," said Sprague. "Lincoln has made great progress in North America and I look forward to building an even stronger brand and developing world-class experiences and services for Lincoln clients."

Before joining the automotive industry, Sprague was a managing director with Arthur Andersen and Co., establishing the accounting firm's first office in Romania.

Sprague holds an undergraduate degree in political science from Miami University of Ohio and an MBA from the University of Chicago.