



L I N C O L N

LINCOLN MEDIA CENTER



## Monica Gorgas

Brand Manager, Lincoln Aviator, Lincoln

Monica Gorgas, brand manager for the Lincoln Aviator, is responsible for leading the overall marketing strategy for the brand's 3-row SUV.

Prior to her current role, Gorgas worked as Lincoln brand specialist, electric vehicle marketing analyst and senior electric vehicle marketing analyst.

A Detroit native and graduate of Kalamazoo College, Gorgas has always been passionate about pursuing a career in automotive, and specifically, a luxury brand. Having previously worked on future Lincoln products and strategizing their offerings, she believes that prepared her for her role on Aviator.

“What stands out to me about Aviator is that it signifies Lincoln's revitalization as a luxury brand in the 21<sup>st</sup> century, and I'm proud to be a part of that,” said Gorgas.

Gorgas has helped shepherd Aviator effectively through the pandemic and global supply chain shortage, and says that challenge is one she'll never forget.

In her spare time, Gorgas enjoys cycling, hiking and traveling.