



L I N C O L N

LINCOLN MEDIA CENTER



Sara Hendricks

EV Brand Manager, Lincoln

Sara Hendricks, Lincoln EV Brand Manager, is responsible for leading the overall go-to-market strategy for the brand's electric vehicles launching in the near future.

Hendricks graduated with a Bachelor of Visual Media Arts from Emerson College in Boston, Massachusetts and was an independent film and multimedia producer for many years before returning to graduate school. She received her M.B.A. in Analytics and Marketing from the Isenberg School of Business, University of Massachusetts, Amherst.

She knew she wanted to pivot towards marketing because of her passion for people and her strengths in storytelling. She has always had a fascination with transportation and mobility - Ford Motor Company was a perfect fit.

Hendricks came to Ford in 2019 as a producer in Marketing Communications. She then served as the manager for the brand and consumer platform in Corporate Strategy.

Now, she plays an important role as the Lincoln brand moves towards electrification.

“The emotional connection consumers have with their vehicles and the empowerment transportation provides was my biggest draw to this industry,” she said. “I’m excited to focus on the next generation of Lincoln vehicles and the impact that will have not only on our brand, but also on our clients’ lives.”

In her spare time, Hendricks enjoys filmmaking, running, yoga and her daily creative output: cooking.