



L I N C O L N

LINCOLN MEDIA CENTER



Seema Bardwaj

Strategy and Services Manager, The Lincoln Motor Company

Seema Bardwaj has served as the strategy and services manager for Lincoln since June 2020, responsible for identifying, developing and reaching new audiences for the Lincoln brand through services and memorable partnerships.

Prior to this role, Bardwaj served as the manager of global brand strategy for Ford, managing development of the brand and brand architecture, including leading the team to develop product positioning.

Bardwaj earned her undergraduate degree in business/marketing at Villanova University in Pennsylvania and began an MBA program shortly after, with a focus on international business, marketing and cross-culture communications. She spent time abroad in France as part of her graduate program, then came to Ford in 2000.

Bardwaj says Ford intrigued her as the company was recruiting on her graduate school campus. She didn't grow up in Michigan, but she had family there who were involved in the automotive industry, which sparked her interest. "Now, 20 years later, I'm continually learning something new about the business and working on being a well-rounded marketing and sales professional, working around some of the best in the industry," said Bardwaj.

She manages the services innovation process from end to end. This includes a go-to-market approach encompassing ideation, planning and development, all aligned to the brand essence of revitalization and the Lincoln client's passion points for well-being, travel aimed at discovering local flavor, authentic music experiences and a focus on human-centered interior design.

In her spare time, Bardwaj loves to travel and soak up local social and food scenes wherever she goes.