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LINCOLN MEDIA CENTER



## Trevor Scott

Brand Marketing Manager, The Lincoln Motor Company

Trevor Scott, brand marketing manager, The Lincoln Motor Company, is responsible for marketing, merchandising, and go-to-market plans for Lincoln in the U.S.

The Lincoln lineup consists of MKZ, Continental, MKC, Nautilus, Aviator, Navigator and the recently unveiled all-new Corsair.

“I feel like Lincoln has the strongest product lineup it has had at nearly any point in the brand’s long and rich history,” said Scott. “We’re building on our product momentum, along with our client services, to set ourselves apart from other luxury brands and we want to continue that trend.”

Scott, who joined Ford Motor Company in 2006, previously worked in several brand and product marketing roles with Lincoln, including spending nearly three years focusing on the development of the all-new Lincoln Aviator, which launches this summer.

“Working with so many different functional groups from across the company helped to illuminate how much work and dedication goes into bringing an all-new vehicle program to life,” he said. “So much time goes into customer & design research, engineering assessments, attribute prioritization, and new feature development. The role of a product marketing manager is to truly know and understand who your client is, and best represent that client’s point of view so that we can make the best decisions on behalf of our target customers.”

That role along with other previous positions as Lincoln operations specialist, Cross-Vehicle marketing manager, and Sales & Customer Service zone manager have prepared Scott well for his new responsibilities.

Of course, it helps that he’s a third-generation Ford Motor Company employee, he said.

“Growing up with such unique exposure to the business definitely influenced my career path,” said Scott. His grandfather worked for Lincoln-Mercury for over 30 years and his father recently retired from Ford after 40 years. Scott’s wife, along with his two younger siblings, also work for Ford, all in Marketing & Sales.

Scott, a University of Michigan graduate, resides in the Northville area with his wife and two young daughters.