



| BIOGRAPHY



Greg Davidson

Consumer Experience Director, International Markets Group

Greg Davidson is the consumer experience director, International Markets Group.

Based in Melbourne, Australia, Davidson is responsible for creating outstanding consumer experiences throughout the sales and ownership cycle, bringing together multiple organizations within Ford to drive cohesive and seamless customer interactions.

Previously, Davidson was a sales director for Ford Australia. In this role, his responsibilities included managing sales performance, fleet operations, network development, distribution, consumer experience and regional operations.

Davidson has extensive experience in Ranger sales and was part of the Ford team that helped Ford achieve 4x4 sales leadership in Australia in 2017, 2019 and 2020.

He joined Ford of Australia in 1996 as part of Ford's graduate program, starting with Ford Credit. He has had several interstate and regional assignments working closely with dealers and customers.

Over his 25-year career with Ford, Davidson has also held a range of positions in marketing, sales and service, including national sales manager for the Ford customer service division, brand management, marketing strategy and communications manager, group marketing manager – passenger vehicles, and director of sales for Ford Australia.

Davidson has a bachelor of commerce from the University of Melbourne, Victoria.

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