



## Andrew Birkic

### President & CEO, Australia and New Zealand, Ford Motor Company

Andrew Birkic was appointed President and CEO, Ford of Australia and New Zealand in August 2020. He is based at the Ford Australia National Sales Company head office in Melbourne. Birkic reports directly to Mark Ovenden, president, Ford International Markets Group.

Birkic is responsible for Ford's National Sales Company in Australia and New Zealand, including marketing, sales and service, dealer relations, and customer satisfaction. Birkic's appointment comes at an exciting time for Ford Australia and New Zealand, as the company prepares to launch the all-new Ford Puma and Escape SUVs, including the brand's first electrified vehicle, the Escape Plug-in Hybrid (PHEV).



Customers have been at the centre of each of Birkic's roles with Ford in Australia, Asia and the US over the past 26 years. From 2018 to August 2020, Birkic was Chief Product Marketer – Ranger and Everest, which saw him represent the needs of global customers in key product decisions. In close collaboration with the Melbourne-based Product Development team, Birkic participated in extensive research across the globe to support a deeper understanding of how customers use their vehicles. This information assisted in the development of pricing, series, product upgrades and positioning strategies for future vehicles.

Prior to this, Birkic spent three years in Detroit as Global Advanced Consumer Experience Platforms Manager, where he delivered innovative retail platforms like Ford Smart Labs, which complemented Ford's dealer footprint. This was preceded by two and a half years in Shanghai as Director, Dealer Development and Consumer Experience for Ford Asia Pacific. In this role, Birkic worked with dealers and Ford teams in countries across the region to equip them with the tools and strategies to better serve their customers. He also spearheaded consumer experience initiatives and facility upgrades across the region, and developed training processes and systems.

Birkic also held a variety of leadership positions across marketing, sales and the Ford Customer Service Division (FCSD) at Ford Australia, where he began his career in 1994. As General Sales Manager from 2011 to 2013, Birkic worked with

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Ford's national dealer network to deliver sales and market share targets, grow key fleet relationships, and drive customer satisfaction.

He is a graduate of Deakin University, where he earned his bachelor's degree in business.

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