



## Ford to Expand Global Merchandising, Parlaying Passion for the Blue Oval into Growth

- Alexandra Ford English named global brand merchandising director at Ford
- In the newly created role, she will drive a growth strategy that leverages Ford's storied brand, iconic vehicles, and motor sports success to create an expanded collection of lifestyle merchandise
- Demand for Ford merchandise has only increased in recent years with the introduction of popular new vehicles like the Bronco, Mustang Mach-E and the F-150 Lightning

**DEARBORN, Mich., Sept 27, 2021** – Alexandra Ford English has been named to the newly created position of global brand merchandising director at Ford and will lead the creation of an expanded collection of branded offerings for passionate fans of the Blue Oval.

“Anywhere you go around the world, you find passionate Ford fans and we want to offer them an inspiring collection of merchandise and accessories, and potentially even digital products like NFTs,” said English. “I’m so excited for this opportunity to create new ways for people to connect with our brand and grow the business.”

Ford’s deep connection to customers and unique place in popular culture provides untapped opportunities for merchandising growth. The demand has only grown in recent years as Ford has introduced a string of hits such as the new Bronco, Mustang Mach-E and the F-150 Lightning.

“Ford is a brand built on consumer passion,” said Suzy Deering, global chief marketing officer. “We’re expanding that pride to all aspects of a customers’ life; we’re becoming a lifestyle brand.”

English was elected to the Ford Motor Company board of directors in May, becoming the first female family member to serve on the board. Within the company, she has been a director in corporate strategy for Ford since March 2020, responsible for enterprise, connectivity and digital network strategy.

Before starting her Ford career in 2017, English managed profit and loss operations for customer-focused businesses in the merchandising divisions of Tory Burch in New York and Gap Inc. in San Francisco.

Prior to joining the strategy team, English was director of markets and operations for Ford’s Autonomous Vehicle LLC, where she was responsible for the successful deployment and operation of Ford’s autonomous vehicle business in Miami; Austin, Texas; and Washington, D.C.

English holds a bachelor’s degree in Human Biology with a concentration in the Neurobiology and Physiology of Human Behavior from Stanford University. She also has a master’s degree in Business Administration from Harvard Business School.

### About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company’s Ford+ plan for growth

and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at [corporate.ford.com](https://corporate.ford.com).