Mark Ovenden is president, International Markets Group, Ford Motor Company effective April 1. In this role, he will lead the business unit which oversees nearly 100 markets, including the company’s operations in Africa, ASEAN, Australia, India, Mexico, Middle East, New Zealand and South Korea, and a number of emerging and distributor markets around the world. He reports to Lyle Watters, president, South America and International Markets Group.

Prior to this position, Ovenden served as vice president and president of Ford Middle East and Africa (MEA), since June 1, 2018. As president, Ovenden was responsible for the growth of this key region that included operations in more than 70 markets.

Previously, Ovenden served as vice president, Marketing, Sales and Service, Asia Pacific. In this role, Ovenden was responsible for leading the marketing, sales and service functions across the Asia Pacific region. Notably he was instrumental in the development of the NDSD in China and designed the China Brand Plan, supporting the “In China, for China” strategy by defining the type of products required to play and win in China.

During his more than 35 year career, Ovenden served as president and chief executive officer, Ford Sollers, since July 1, 2015. During this time, he led the transformation of Ford’s operations in Russia, positively shifting the company’s vehicle mix, reducing costs and improving the Ford brand.

Ovenden was president and managing director of Ford of Russia from 2008 to 2011. He returned to Britain in 2011 as managing director of Ford of Britain, and was appointed to the dual role of chairman and managing director, Ford of Britain, in April 2013.

Having joined Ford in 1985, his previous roles have included director of marketing, Ford of Britain, as well as a wide range of global marketing and sales positions within Ford Motor Company, including positions based in Dearborn and Cologne. During this time, he has improved the profitability of the company’s operations in Britain, led the marketing launch of the Fiesta – Europe’s best-selling vehicle – and established a new revenue management model that still is serving Ford in Europe.

During his time in Britain, Ovenden served as vice president, Society Motor Manufacturers and Traders, as well as a member of the U.K. government’s Automotive Council. He also previously served as vice president, Automotive, for the Association of European Businesses in Russia.

Born in 1964, he holds a Bachelor of Arts in Geography and an Honorary Doctorate of Laws degree from the University of Nottingham.