



FORD MEDIA CENTER



Mike Amend

Chief Digital and Information Officer, Ford Motor Company

Mike Amend joined Ford as chief digital and information officer in September 2021. He reports to Jim Farley, Ford CEO.

In this role, Amend leads Ford's Technology and Software Platform, comprising the Enterprise Information Technology, Global Data Insight and Analytics and Ford Business Solutions functions. His team helps the company use data, software and technology to drive growth and create value for customers and other stakeholders by translating needs of those customer into engaging solutions. They work closely with the Ford teams that handle future product development and the hardware and software that goes into those products.

Amend joined Ford from Lowe's, where he was president, Online, where he and his team revolutionized the home-improvement retailer's online business, nearly tripling sales over three years. Previously, Amend held similar roles at JCPenney and The Home Depot, where online businesses grew by more than 20% and 40% annually, respectively, while improving customer satisfaction and profitability. He was chief technology officer for Dell Technologies' global online business and, before that, a technology executive BEA Systems and Sprint.

Amend is a director of Canada Life, an insurance and financial services company based in Winnipeg, Manitoba, and chair of the board of trustees for Texas Baptist Children's Home. He holds a bachelor's degree in Management Information Services from Oklahoma State University, and completed the executive program at Haas School of Business at the University of California, Berkeley.