



FORD MEDIA CENTER

Nigel Brackenbury

Vice President, Customer Service Operations, Asia Pacific, Ford Motor Company



Nigel Brackenbury is vice president, Customer Service Operations, Asia Pacific, Ford Motor Company, effective January 1st 2016. In this role, he is responsible for leading all aspects of the Company's Parts and Service operations across the Asia Pacific region. He reports to Peter Fleet, group vice president and president, Asia Pacific, Ford Motor Company.

Brackenbury previously served as director, Emerging Market Services, providing Marketing, Sales and Service support to emerging markets throughout the Company's global business units. During his time in this position he successfully supported the establishment of the new Middle East and Africa business unit.

From 1995, he worked in European, Asian and North American leadership positions in the Company across the Marketing Sales and Service business, including assignments in Mazda, both in Europe where he established National Sales Companies in several key markets, and then in Japan where, as a Divisional general manager, he led the company's Global Marketing, Sales Planning and Accessories activities. He was a key member of the management team that contributed to the turnaround and resurgence of the brand. He also led the establishment of Ford operations in Russia in 1997, returning as president and managing director for a second time in 2007, overseeing a period of rapid growth and record sales volumes. In 2010 Brackenbury was appointed director of Ford Customer Service Division (FCSD) Ford of Europe, responsible for customer service operations in Europe.

Brackenbury joined Ford of Britain in 1979 as a graduate trainee in Marketing and Sales, building experience in a variety of positions in the domestic market.

Originally from Chesterfield in the United Kingdom, Brackenbury attended Manchester University, where he graduated with honors in management sciences. He lives in Shanghai with his family and has two sons and twin daughters.