



## FORD MEDIA CENTER



# Steven Armstrong

Group Vice President and President, Europe, Middle East and Africa,  
Ford Motor Company

Steven Armstrong is group vice president and president of Europe, Middle East and Africa, Ford Motor Company, effective June 1, 2017. In this role, he is responsible for leading Ford's European and Middle East and Africa business units, executing the One Ford plan to achieve profitable growth through an unprecedented focus on new products, a strong brand and increased cost efficiency. He reports to Jim Farley, Ford executive vice president and president, Global Markets.

Armstrong also will continue to serve on the Ford Sollers and Ford Otosan boards of directors, effective since Oct. 1, 2016.

Previously, Armstrong was vice president and chief operating officer, Ford of Europe. In this position, he was responsible for many of Ford of Europe's operations, including manufacturing, quality, product development, purchasing, sustainability, environment and safety engineering. Prior, he was president Ford South America responsible for all Ford South American operations since January 2014.

A native of the United Kingdom, Armstrong has worked in the United States, Sweden and Germany. He served as president, Ford Brazil, starting in June 1, 2012, leading all aspects of Ford's largest business unit in South America.

Armstrong also served as chief operating officer, Volvo Cars, where he oversaw the divestiture of Volvo Cars to Geely Automotive Holdings Ltd. Armstrong was responsible for major quality and cost improvements while chief operating officer of Volvo, and led the company's development of the S60 and V60 vehicle lines.

During his 25-year-plus career, Armstrong has served in a variety of senior management and purchasing positions for Jaguar, Volvo, Ford of Europe and served as chief operating officer of Getrag-Ford Transmissions.

He has been recognized with many awards, including being named a Eurostar by Automotive News in 2005 for improving supplier relations for Volvo.

Born in 1964, Armstrong is based in Cologne, Germany. He has a bachelor's degree in business administration from the University of East London.