

## **JACK PITNEY**

Jack Pitney, Vice President of BMW Marketing, began his career at BMW North America in October, 1995. In this current role, he led Marketing, product strategy and development for the BMW brand in the United States. Jack helped to successfully navigate the BMW brand, product strategy and development through challenging times with the launch of a host of new products and the introduction of BMW's "JOY" campaign meant to spread the brand's spirit of optimism and be a connector to bolster the legendary "Ultimate Driving Machine" positioning.

Jack was credited by many as bringing this optimism and sense of stability to the brand's response to the recession. In an interview with Automotive News, Russell Stover, General Manager of BMW of Nashville commented, "We didn't panic and I think we should be thankful Jack was in there during that time." Jim O'Donnell, President of BMW of North America LLC said, "Jack personified the brand and values that motivate us in this company."

In August of 2010, he was appointed to take on a new challenge as Vice President Eastern Region of BMW of North America LLC, a position he was to assume September 1 of this year. This was to be his first sales and operations position, and like every new challenge before, he was excited, enthusiastic, and raring to go. In this position he was to lead all sales, marketing, aftersales and dealer development activities in the Eastern Region which encompasses 93 BMW dealers and 24 MINI dealers across 12 states including the NY metro area. The move was designed to add to Jack's experience and bring his creative thinking and energy to the dealers in a vitally important region that is responsible for 34% of the company's sales in the US.

Prior to BMW Marketing, Pitney was the leading advocate for the launch of MINI in the US as well as its first chief and creator of the brand essence here. Appointed as head of MINI in January, 2001, he embraced an unconventional and creative approach to introduce the brand to consumers at a time when the idea of a small, premium car was unheard of. As a result, it is now an accepted fact that a premium small car can be successful in this country. Equally important, inside the company Pitney created a unique MINI organization that set the tone, captured the spirit, and reveled in the fun of developing a culture of owners and fans

unlike any other brand had been able to do at that time. He made coming to work an extension of being part of this family.

At BMW, he jumped into the marketing job in April of 2005 with equal enthusiasm, but with an innate understanding of this brand's essence – every bit as passionate, but with a different tone and feel. Jack was relentlessly positive and his energy inspired and motivated his team and those who worked with him. In short, he was confident without being arrogant and he helped his team reach the same balance.

Previous to this, Pitney was head of Corporate Communications, from 1995 where he was responsible for BMW of North America's overall communications strategies, media and analyst relations, TV and film product placement, and U.S. employee communications.

Before joining BMW of North America, LLC, Pitney worked at Mazda Motor of America's US headquarters in California as Manager, Corporate Communications.

Pitney has previously worked as Vice President at Hill and Knowlton, Los Angeles, heading the Mazda account and as Vice President at GCI Group/Los Angeles where he oversaw the launch of Infiniti, Nissan's luxury car division.

Pitney began his public relations career in New York City where he worked for Ruder Finn Public Relations, Hill Holliday Connors Cosmopolos Advertising, and Bauer & Rosner Marketing Communications.

Pitney began his career in the advertising department at a local newspaper in Brooklyn, New York.

Pitney earned his Bachelor of Arts degree in political science from Occidental College. He was born in Stamford, CT, January 5, 1963.

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