

BMW Group

U.S. Press Information

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BMW of North America Announces Executive Leadership Change.

- Leigh Moynihan Named Vice President, Marketing Succeeding Marcus Casey.

Woodcliff Lake, NJ – July 3, 2025... BMW of North America today announced the appointment of Leigh Moynihan as Vice President of Marketing, effective August 1, 2025. She succeeds Marcus Casey, who will assume a new leadership role within the BMW Group globally.

In her new position, Moynihan will oversee all marketing communications for the BMW brand in the U.S. including advertising, retail marketing, consumer experience and brand partnerships, CRM, and media. She will report directly to Sebastian Mackensen, President and CEO, BMW of North America.

Moynihan joins BMW with nearly 25 years of marketing, advertising, and brand development experience, most recently serving as Vice President, Head of Marketing for Volvo Car USA & Canada Region. During her seven-year tenure at Volvo, she helped steward a return to the brand's core values of safety and sustainability—resulting in award-winning campaigns and accolades.

"Leigh brings a powerful combination of creativity, data-driven insight, and brand-building expertise to BMW at a dynamic time in our industry," said Sebastian Mackensen, President and CEO, BMW of North America. "We are excited to welcome her to the team as we continue to shape the next chapter of BMW in the U.S. market. At the same time, I want to express our sincere thanks to Marcus Casey for his leadership and contributions over the past three years. Under his direction, the BMW brand was elevated in meaningful and memorable ways, including our unforgettable 2024 Super Bowl spot, 'Talkin' Like Walken.' We wish Marcus continued success in his new role within the BMW Group."

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Moynihan began her career in sports marketing during the 2000 Summer Olympics, then advanced through leadership roles at top agencies supporting partners such as Procter & Gamble. She later held senior marketing roles at Starwood Hotels & Resorts, Mastercard, and most recently at Volvo, where she earned a reputation for developing innovative strategies that drive both performance and brand equity.

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BMW Group in the United States.

BMW of North America began operations 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1992, BMW Group Financial Services NA, LLC was founded, and in 1994, BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled over 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusnews.com www.miniusanews.com and www.press.bmwna.com