

BMW Group

U.S. Press Information

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BMW of North America Announces Executive Leadership Changes Effective September 1, 2026.

- Executive Vice President of Operations Shaun Bugbee to Retire Following Nearly Three Decades with BMW Group.
- Tom Shanley Succeeds Bugbee as Head of BMW of North America's Sales Organization.
- Tadhg O'Connor Assumes Role of Vice President, Eastern Region.

Woodcliff Lake, N.J. – July 13, 2026... BMW of North America today announced changes to its executive leadership team effective September 1, 2026. Shaun Bugbee, Executive Vice President of Operations, will retire following a distinguished career of nearly three decades with the BMW Group. Tom Shanley, currently Vice President, Eastern Region, BMW of North America, has been named Executive Vice President of Operations, succeeding Bugbee. Tadhg O'Connor has been appointed Vice President, Eastern Region, succeeding Shanley.

Since assuming the role of Executive Vice President of Operations in 2017, Bugbee has provided steady leadership for BMW of North America's sales organization through a period of significant growth, transformation and operational complexity. As a key member of the executive leadership team, he has strengthened BMW's sales operations, advanced the company's customer and retailer focus, and built deeper relationships across the company's nationwide retailer network. During his tenure, BMW of North America achieved the strongest sales performance in its history, including record-setting U.S. sales results in each of the past three years.

"Shaun has been an exceptional leader and a trusted colleague whose contributions have been instrumental to the success of BMW of North America," said Sebastian Mackensen, President and CEO, BMW of North America. "His commitment to our customers, our retailers and our business has left a lasting impact on our organization. On behalf of everyone at BMW, and personally, I want to thank Shaun for his many contributions and wish him all the best in his retirement."

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Shanley brings more than 35 years of automotive leadership experience to his new role. Since joining BMW of North America as Vice President of the company's Eastern Region in 2017, he has held leadership positions across both the Eastern and Western Regions, consistently delivering strong business performance and working closely with BMW's retailer network.

During his tenure as Vice President of the Western Region, Shanley guided the organization to new benchmarks in electric vehicle sales while increasing market share and overall business performance. After returning to lead BMW's Eastern Region in 2024, he continued to build on BMW's record sales momentum and strengthen relationships across the retailer network.

As the new Executive Vice President of Operations, Shanley will oversee all BMW sales operations within the U.S., including regional marketing and dealer network development. He will continue BMW's focus on operational excellence, retailer success and the delivery of a premium ownership experience for customers.

O'Connor succeeds Shanley as Vice President, Eastern Region, bringing extensive BMW experience across sales, marketing and market operations. Since joining BMW Group in 2012, he has held a range of regional leadership roles, including Area Manager, Marketing Manager and, most recently, Head of Sales in BMW of North America's Western Region. In his most recent position, he played a key role in driving record sales performance, supporting BMW's electrification strategy and advancing regional sales strategies across high-growth markets.

"Tom is an accomplished leader with an outstanding track record of delivering results," said Mackensen. "He has earned the trust of our retailers and associates, and he understands every aspect of our operations. His experience and leadership make him the right person to guide our sales organization into its next chapter. In Tadhg, we also have a strong regional leader whose passion for our brand, broad regional experience and command of market operations make him the ideal successor for our Eastern Region."

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BMW Group in the U.S.

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 359 BMW retailers, 139 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. Taken together,

BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

For more information about BMW Group's business and products in the U.S., please visit: [PressClub USA](#).

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