



Keith Schäfer

Vice President,
Commercial Operations,
Lynk & Co International

Keith Schäfer is Vice President of Commercial Operations at Lynk & Co International, where he leads the company's end-to-end commercial strategy and execution across Europe. Based in Gothenburg, Sweden, Keith oversees New Market Expansion, Retail, Network Development, Aftersales, Learning & Development, and Vehicle Operations & Sales Planning. He is responsible for all sales including Used Car Sales, B2B Sales, and the performance of all Market Areas – including Nordics & South, Benelux & Central, and Importers. His role is central to building a seamless, scalable commercial ecosystem that ensures customers across Europe can engage with the brand effortlessly – whether through retail partners, direct sales, or aftersales experiences.

Keith brings more than 30 years of international automotive experience, having held senior roles across Europe, Asia and North America. He began his career at Volvo Trucks in financial product cost calculation, before moving into commercial leadership roles at Volvo Cars, Land Rover, Jaguar and Volvo Truck Corporation. His international postings have included Norway, the United States, Russia, China, Malaysia and Singapore. From 2018 to 2023, he led operations for Volvo Cars Asia Pacific from Shanghai, overseeing 6 national sales companies and 6 private importers, and launching a fully integrated commercial platform now used across 12 countries.

Keith combines strategic leadership with deep operational expertise across sales, marketing, aftersales, network development and retail operations. He is known for delivering commercial growth, building high-performing teams and developing systems that enhance the customer journey. Originally from Sweden, Keith holds a degree in Business Economics and Law from the University of Gothenburg and completed an MBA course at University College Dublin.