



Mathieu Spencer

Chief Marketing Officer,
Lynk & Co International

Mathieu Spencer serves as the Chief Marketing Officer at Lynk & Co International, where he drives the development of marketing strategies aimed at increasing the brand's visibility and engagement. Leading a diverse team of marketing professionals, he focuses on delivering compelling brand, social, and digital marketing experiences. His approach emphasizes digital and media innovation to ensure the brand resonates deeply with its audience.

With a career spanning 20 years in automotive and technology, Spencer brings a wealth of experience to his role. He has collaborated with prominent automotive brands, including BMW, Ford, and Volkswagen, as well as holding global roles in FinTech, Creative, and Digital Agencies. Before stepping into his current role in 2022, he led the digital channels and growth marketing initiatives at Lynk & Co, laying the groundwork for his broader responsibilities.

Spencer's dedication to meaningful consumer interactions has significantly strengthened Lynk & Co's marketing efforts, bolstering the brand's presence and influence in the automotive market. His innovative and strategic perspective ensures continued brand visibility, shaping the industry landscape.