



David Green

Vice President of Strategy,
Products & Offer at
Lynk & Co International

David Green, Vice President of Strategy, Products & Offer at Lynk & Co, is pivotal in shaping the brand's product portfolio, seamlessly integrating innovative vehicle technologies, connected experiences, and market-leading offers. His strategic initiatives cover new and used cars as well as B2B projects, all aimed at driving Lynk & Co's growth, market impact, and innovation.

Green's career spans the entire automotive value chain and has enabled him to pioneer innovative business models and technologies. Notably, he contributed to the development of Lynk & Co's subscription model and patented the digital key concept for peer-to-peer car sharing. Before joining Lynk & Co, Green led e-commerce and urban mobility initiatives at Volvo Cars. His passion for technology, innovation and car sharing drives his commitment to enhancing customer experience, making mobility more accessible and sustainable.

With a visionary approach, Green focuses on crafting Lynk & Co's product strategies and offerings. By continually adapting to market demands and anticipating competitive trends, he provides customers with a seamless and engaging driving experience. His efforts in developing the right products and offers are crucial in maintaining and advancing Lynk & Co's competitive edge in the automotive industry.