



Lloyd de Meza

Vice President of Market Area UK,
Benelux & Importers,
Lynk & Co International

Lloyd de Meza, Vice President of Market Area UK/Benelux & Importers at Lynk & Co, accelerates the brand's sales growth and market expansion. In this role, de Meza initiates strategic efforts to develop new sales channels and partnerships, aiming to achieve robust performance in the region.

De Meza has successfully established the first importer model for Lynk & Co in Europe, covering 12 markets. Previously at Lynk & Co, he managed sales activities across seven key European markets, enhancing commercial performance for the brand. De Meza was instrumental in the brand's European launch in 2020, setting up essential processes and leading commercial teams to strength market performance and customer engagement. With over two decades of experience spanning leasing, corporate sales, and OEM brands, de Meza has significantly shaped the strategic and operational aspects of leading brands within the industry.

Utilizing his deep expertise in business development, strategic management, and market analysis, de Meza excels in forging strong partnerships and driving sales growth for Lynk & Co in the UK, Benelux, and Importer markets. His exceptional networking and relationship-building skills are key to sustaining and expanding Lynk & Co's commercial **success across these diverse regions.**