

AUTOMOTIVE

## Rolls-Royce appoints Melanie Evans head of sales channel development

July 9, 2018



*Ms. Evans is appointed from within the company. Image credit: Rolls-Royce*

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By STAFF REPORTS

British automaker Rolls-Royce is bolstering its retail operations with the appointment of Melanie Evans as head of sales channel development and customer relations.

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Beginning Aug. 1, Ms. Evans will take charge of the developing new models of sales for the iconic British brand. As traditional models of buying and selling high-end cars break down, Rolls-Royce is banking on the creation of new innovative sales methods to bring in more revenue.

"I am delighted to announce Melanie as head of sales channel development and customer relations," said Torsten Mller-tvs, CEO of Rolls-Royce Motor Cars, in a statement. "Melanie's exceptional commercial experience and intimate understanding of our business makes her ideally suited to her new role."

Head of sales

Ms. Evans is being promoted from within the company, having joined Rolls-Royce in 2011.

She initially was hired as dealer marketing and digital manager before being promoted to head of commercial development and eventually to head of bespoke sales and marketing.

During this time, she focused extensively on the ways that Rolls-Royce could improve the actual act of purchasing a car.



*Melanie Evans. Image credit: Rolls Royce*

In her new position, Ms. Evans will continue that same mission only with more responsibility and more authority over the overall direction of Rolls-Royce's sales strategy. Ms. Evans will be stationed in Rolls-Royce's headquarters in Goodwood, West Sussex.

The brand has also made other new appointments in the same space recently. Last week, Rolls-Royce named John Beckley its new head of bespoke, overseeing the brand's designers, engineers and craftsmen who create its custom cars.

Mr. Beckley has worked with Rolls-Royce for a decade, and most recently led the launch of the brand's first SUV, the Cullinan. Effective Aug. 1, he will take on his new role at the head of the Rolls-Royce Bespoke Collective in the brand's Goodwood, Sussex headquarters ([see story](#)).

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