

AUTOMOTIVE

## Rolls-Royce hires new Americas VP of sales

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Rolls-Royce Phantom. Image courtesy of Rolls-Royce

By STAFF REPORTS

British automotive brand Rolls-Royce is investing further in sales in the United States with a new director of sales.

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Matthew Boguradzki will act as the new vice president of sales for the Americas region at Rolls-Royce. The new appointment comes from within the BMW family, the owner of Rolls-Royce, as he previously headed national sales operations for BMW Group in Australia.

### Rolls-Royce Americas

Armed with a degree in business from Western Sydney University, Mr. Boguradzki will take on the responsibility for sales planning and operations in the Americas. Rolls-Royce states that this is its biggest market in the world.

"Matthew brings a wealth of knowledge and unique experience to Rolls-Royce Motor Cars Americas," said Martin Fritsches, president and CEO of Rolls-Royce Motor Cars Americas, in a statement. "His work with the BMW group Australia adds a fresh perspective to my team as we to grow the Rolls-Royce brand.

"Matthew's experience with the retail process, technology and product will be key to ensuring that we, and our dealers, continue to provide the one-of-a-kind experience every Rolls-Royce patron expects now and will demand in the future," he said. "In his new role, Mr. Boguradzki will be responsible for the brand's 44 dealers, including 37 in the United States, four in Canada and one each in Mexico, Brazil and Chile."



*The 2019 Rolls-Royce Cullinan is priced at \$350,000. Image credit: Rolls-Royce*

The new director of sales will report to Mr. Fritsches.

Rolls-Royce is celebrating a historic business record, with the highest annual sales in the brand's lifespan.

The iconic Phantom model was a big driver for sales this year for Rolls-Royce, but all models across the brand supported its record-breaking year. The Americas kept its position as the largest region in sales, but all markets saw year-over-year growth ([see story](#)).

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