

AUTOMOTIVE

McLaren appoints new chief marketing officer

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McLaren Artura. Image courtesy of McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British supercar maker McLaren Automotive has named a new chief marketing officer as the brand looks to expand its merchandising and licensing business, as well as partnerships.

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In his new role, Gareth Dunsmore will manage McLaren's global marketing and luxury brand strategy, as well as brand and lifestyle events. Mr. Dunsmore will be part of the automaker's executive team, replacing Joylon Nash, who stepped down as executive director for sales and marketing earlier this year.

McLaren marketing

Mr. Dunsmore has spent most of his career with Japanese automaker Nissan, most recently serving as vice president for brand and customer experience across Africa, the Middle East, India, Europe and Oceania.

He will report directly to McLaren CEO Mike Flewitt, and also lead on product strategy as the automaker transitions towards electrification ([see story](#)).

"I'm delighted to welcome Gareth to McLaren where he will use his extensive experience and skills to drive forward our luxury brand strategy," Mr. Flewitt said in a statement. "Gareth will lead our central and regional marketing teams to create exceptional brand touchpoints and experiences that will delight our customers, partners and fans."



Gareth Dunsmore is joining McLaren. Image credit: McLaren

In addition to focusing on merchandising, licensing and partnerships, Mr. Dunsmore will also work on McLaren's customer racing motorsport program.

Earlier this month, the automaker appointed marketing agency Cherry London in a multi-year agreement that will work on McLaren's ongoing acquisition efforts. With the collaboration, McLaren Automotive is seeking to grow its brand by identifying like-minded businesses to form partnerships that will help the automaker reach new audiences ([see story](#)).

"I'm excited to have joined McLaren which is regarded as the epitome of modern luxury," Mr. Dunsmore said in a statement. "Building on those incredibly impressive foundations, I'll be focusing on rolling out our luxury brand strategy as we move towards an exciting, electrified future that delivers exceptional experiences for our customers."

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