

AUTOMOTIVE

Bentley Motors' Erin Bronner: Luxury Woman to Watch 2022

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Erin Bronner

By A LUXURY DAILY COLUMNIST

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Erin Bronner

Senior manager for communications and brand experience

Bentley Motors

Los Angeles

"I want to ensure that we maintain and build relationships with not only earned media but also like-minded partners in the Americas"

What do you most like about your job?

I appreciate that in my role as senior manager of communications and brand experience at Bentley Motors Inc. no two days are the same.

The challenges and opportunities around every corner are vastly different and unique. The brand image, experience and perspective can shift at the snap of a finger and act as the neck that turns the head through message acceptance and repetition.

I find joy in sharing the details of what makes Bentley's rich history and craftsmanship come to life by learning and creating Bentley content in new regionally-relevant ways.

What is the biggest challenge in your work?

We are constantly finding new ways to keep ahead of the luxury trends, and looking to find inspiration both in and outside of the automotive industry. Additionally, the media and experiential landscape are ever-evolving.

In my current role, it is rewarding and challenging to find new ways to remain current while the media, automotive and luxury industries expand and evolve along with its clientele.

What is your work priority for 2022?

As 2022 approaches, Bentley's Beyond100 messaging and strategy are at the top of my priorities.

Announced in 2020, the Beyond Beyond100 strategy targets sustainable mobility leadership, reinventing every aspect of the business with a goal to be end-to-end carbon neutral by 2030, with Crewe [England] operations climate positive thereafter.

Here in the Americas, I want to ensure that we maintain and build relationships with not only earned media but also like-minded partners in the Americas.

Finding ways to adapt to the changes by creating engaging content and unique experiences for a variety of audiences in the Americas is top of mind.

What is your proudest achievement in luxury?

It's hard to define just one achievement. However, the Bentley Centenary Year in 2019 highlighted two cornerstone events: the New York Centenary Celebration and Monterey Car Week.

At the Centenary Celebration, I led a hearty team who eloquently constructed and brought to life a 100-vehicle parade through the streets of New York City, displayed both historic and new vehicles at a Concours at Brookfield Plaza and capped the evening with a Grand Ball.

These three events resulted in new customer prospects, network engagement and impactful media awareness.

During Monterey Car Week, one of the most highly-anticipated and reported automotive events globally, I successfully led the planning, implementation and celebration including creating a Bentley embassy and private home takeover, Laguna Seca parade laps, press conferences and evening hospitality.

Managing colleagues throughout a one-year planning horizon, one-week move-in and multi-day execution was truly a career highlight.

How do you see luxury evolving in 2022?

Experiences will again reign king as people are eager to engage and connect.

The challenges that the past few years have brought have geared us up for a resurgence of investment in time, travel, memories, not to mention interesting journeys we have yearned for throughout the pandemic.

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