

AUTOMOTIVE

Jaguar Land Rover North America, amidst transformation, taps Charlotte Blank as marketing chief

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Charlotte Blank

By LUXURY DAILY NEWS SERVICE

Jaguar Land Rover North America has named Charlotte Blank as its new chief marketing officer as the British automaker continues to electrify its entire fleet of cars in a major sustainability push.

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Ms. Blank was previously director of transformation and analytics at the company, creating a new center of excellence overseeing organizational transformation, CRM, market research and data analytics to help drive the JLR Reimagine journey in North America.

"Charlotte is a highly experienced and transformational marketing leader with deep expertise in leading brand and portfolio transformation," said Joe Eberhardt, president/CEO of Jaguar Land Rover North America, in a statement.

"We welcome her leadership of the marketing operation as we reimagine the future of modern luxury through our distinct, global brands," he said.

A subsidiary of India's Tata Motors since 2008, **Jaguar Land Rover** is known for its Range Rover and Land Rover SUVs and Jaguar sedans and the all-electric Jaguar I-PACE sports utility model.

New buzz

In her new role, Ms. Blank will run Mahwah, New Jersey-based Jaguar Land Rover North America's U.S. marketing strategy and operations, including the transformation and analytics function. She will report directly to Mr. Eberhardt.

Prior to joining Jaguar Land Rover, Ms. Blank was one of the first chief behavioral officers at market researcher Maritz, offering reward, recognition and incentive programs for many automotive manufacturers and retailers.

Ms. Blank also worked at General Motors in marketing and Turner Broadcasting in new product innovation.

Keen on field research, her TEDx talk, "**Lead Like a Scientist**," makes a case for embracing experimentation to

improve workforce incentives and motivation.

Now she will have to put her experience to work as the auto industry transitions from gas-driven combustion engines to electric motors to cut down carbon emissions.

KEYTO Jaguar Land Rover's Reimagine strategy is the electrification of both the Land Rover and Jaguar brands with two clear, distinct personalities.

All Jaguar and Land Rover nameplates will be available in pure electric form by the end of the decade, the company said.

The goal is to become a net zero carbon business across its supply chain, products and operations by 2039.

"I look forward to working with the entire team to strengthen its brand equity further, drive growth and improve customer experiences," Ms. Blank said in a statement.

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