

COMMERCE

Genesis names new US CMO

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The incoming executive holds nearly 30 years of industry experience. Image credit: Genesis

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

South Korean automaker **Genesis** is making changes in its advertising division.

On March 17, the company appointed Amy Marentic as its new chief marketing officer; she will report to Genesis Motors North America's COO Tedros Mengiste. In the new role, Ms. Marentic will be responsible for driving brand awareness and contributing to growth in its market share and total sales in the coming years.

"Amy has a proven track record of driving transformation and growth in her experience leading marketing initiatives in automotive, mobility and technology sectors," said Mr. Mengiste, in a statement.

"As we continue on our path of rapid growth, I look forward to working with Amy to strengthen our brand's visibility across every consumer touchpoint and welcome more customers to the Genesis family."

New roads

Ms. Marentic is an industry veteran with just under three decades of experience in the automotive sector.

She joined American automaker Ford in the early 1990s and spent 28 years in various positions, beginning as an engineer and moving into the marketing division after a few years, eventually leading the Lincoln China division and spearheading the Bronco, Mustang and Raptor brands.



The professional holds a master's degree in industrial and manufacturing engineering from the University of Michigan. Image credit: Genesis

Genesis Motor America's incoming chief marketing officer left Ford in 2020 and has split the past half-decade between executive roles at tech giant Google and market research company Circana.

Now, she will develop a new business plan for the South Korean automaker's American division, encompassing all national and regional advertising spots, as well as multicultural, experiential and digital marketing endeavors across the region.

She will work hand-in-hand with Mr. Mengiste, who was appointed to his leadership position earlier this year ([see story](#)).

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