



ROLLS-ROYCE MOTOR CARS | MEDIA INFORMATION

Nick Keen

President and Chief Executive Officer, Rolls-Royce Motor Cars North America.



Nicholas ("Nick") Keen was appointed President and Chief Executive Officer, Rolls-Royce Motor Cars North America on July 1, 2026.

In this role, Keen leads the marque's largest global region, overseeing operations across the United States, Canada, Mexico and South America guiding relationships with Rolls-Royce Motor Cars' network of 44 authorized dealers.

Keen joined Rolls-Royce Motor Cars in 2015 as Head of Marketing, Europe. He subsequently held the positions of Head of Global Brand Strategy, Communications and Governance before being appointed General Manager, Client and Brand in 2022. He first entered the BMW Group Australia in 2010 as Brand Communications and Marketing Services Manager.

During his tenure at Rolls-Royce Motor Cars, Keen has played a pivotal role in strengthening Rolls-Royce's position as a true House of Luxury. He has overseen the global client experience strategy, helped define the marque's contemporary brand positioning and led the creation and expansion of the Rolls-Royce Private Office network, including the successful launch of Private Office New York.

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