

Leigh Moynihan

**Vice President of Marketing,
BMW of North America, LLC**



Leigh Moynihan serves as the Vice President of Marketing for BMW of North America, LLC. In this role, she leads all marketing communications for the BMW brand in the U.S. market, with responsibility for advertising, retail marketing, consumer experience, brand partnerships, CRM, and media.

Moynihan has nearly 25 years of marketing, advertising, and brand development experience. most recently serving as Vice President, Head of Marketing for Volvo Car USA & Canada Region. Prior to joining BMW of North America, she served as Vice President and Head of Marketing for Volvo Car USA & Canada Region. During her seven-year tenure at Volvo, she helped guide the brand back to its core values of safety and sustainability—earning recognition through award-winning campaigns and brand accolades.

She began her career in sports marketing during the 2000 Summer Olympics, then advanced through leadership roles at top agencies supporting partners such as Procter & Gamble. She went on to hold senior marketing positions at Starwood Hotels & Resorts and Mastercard before joining Volvo, where she earned a reputation for developing innovative strategies that drive both performance and brand equity.

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