

Mariella Kapsaskis

Head of Corporate and Product Communications, BMW Group Americas



Mariella Kapsaskis serves as Regional Head of Corporate and Product Communications for BMW Group Americas. In this role, she leads the company's communications agenda across the Americas region, with responsibility for corporate, product, technology, executive, and internal communications.

As the senior communications leader for the region, Mariella is responsible for shaping and advancing BMW Group's reputation with external and internal stakeholders. She oversees an integrated team focused on business storytelling, product and technology narratives, issues management, executive positioning, enterprise communications, associate experience, and reputation strategy.

Mariella brings nearly two decades of communications experience across technology, fashion, luxury, and automotive. Her career has included both agency and in-house roles, with prior positions at Lands' End and Mercedes-Benz USA, where she served on the corporate communications team. She joined BMW of North America in 2015, initially leading corporate and product communications for MINI USA, and later held roles of increasing responsibility, including Executive and Internal Communications Manager and Department Head, Corporate Communications, before assuming her current position in May 2025.

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