Broderick McKinney

Vice President, Used Vehicle Sales
BMW Financial Services, US



Broderick McKinney is Vice President, Used Cars at BMW Group Financial Services North America, where he is responsible for overseeing the company's pre-owned vehicle business across the United States. In this role, he also serves as a member of the BMW Group Financial Services Executive Committee.

From 2020 to 2025, McKinney served as Regional Vice President of the Central Region for BMW of North America, LLC. In this capacity, he led all sales, marketing, aftersales, and center development functions across 12 Midwestern states and a network of 78 BMW dealers, delivering record-breaking sales performance in the region.

McKinney began his career with BMW Group in 2003 as Market Sales Operations Manager. He advanced to Area Manager for the MINI Division in 2008 and was appointed Regional Manager and Department Head for MINI in 2010.

He holds a bachelor's degree in business administration and management

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