

Neale Hill appointed president of Ford Motor Company Africa

Ford Motor Company has announced that Neale Hill has been appointed as president of Ford Motor Company Africa, effective 1 October 2021. Hill will lead the company's strategic drive to transform and modernise Ford's business across the African continent. His responsibilities have been expanded to include Southern Africa, Sub-Saharan Africa, as well as North Africa.



Neale Hill | image supplied

"Globally, Ford is leveraging its resources to best serve our customers and treat them like family. As we work to deliver Ford+, our company strategy, we must continue to capitalise on our strengths, transform our automotive operations and deliver must-have products and services across all of our markets," says Dianne Craig, president, Ford International Markets Group.

"Africa plays an important role in our International Markets Group, and the new structure - with Neale Hill leading the Ford business for the African continent - will enhance our capabilities, and allow us to work even closer with our dealer and distributor partners to achieve these objectives."

Hill has a 30-year career with Ford and was appointed MD of Ford Motor Company of Southern Africa in July 2018.



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Naresh Maharaj 22 Apr 2021



Prior to this, he served as director of marketing sales and service for the local organisation from January 2016 following his return to his native South Africa where he started his Ford journey in 1991.

Between 2006 and 2015 Hill fulfilled various sales, marketing and senior management roles in Thailand, China, New Zealand, Australia.

“I look forward to the new challenge as we develop our long-term growth strategy for Africa from within the African continent,” Hill says.

“This will include working in partnership with our distributors in North Africa and Sub-Saharan Africa to deliver a more cohesive overarching strategy for the continent as a whole, offering truly competitive products, services and experiences for our customers.”

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