



# LENNARD HOORNIK

CHIEF COMMERCIAL OFFICER



Lennard Hoornik was appointed to the role of Jaguar Land Rover's Chief Commercial Officer, in July 2021, helping to drive innovation within the company.

Lennard has gained extensive experience in the consumer electronics industry across Europe, Asia and the UK.

Lennard spent eight years at Dyson as Chief Commercial Officer, and has also held senior roles for Sony, Sony Ericsson, and HTC.

In his role at Jaguar Land Rover, Lennard is responsible for all global sales and marketing activity for both the Jaguar and Land Rover brands. His role will also include brand positioning; current and future product planning; customer relationship management; marketing communications; brand experience strategies; global sales and customer service; and supporting future growth.

Lennard is passionate about technology and design, as well as sales and marketing, and their ability to change the way we live for the better. Working in an open culture with diverse teams globally, he has made bold decisions to encourage digital transformation with the goal of driving closer customer relationships.