

*Trudy Hardy*

*Manager, MINI Marketing*

*MINI USA – a division of BMW of North America, LLC*

*Trudy Hardy is the director of Marketing Communications for the MINI brand within BMW of North America. She is responsible for brand strategy, positioning, communication, research and events for MINI within the U.S. market. She has been with the MINI brand since 2001 when she was recruited as Brand Communications Manager of the MINI division. In that position she was tasked with launching the marketing communications for the MINI brand in the United States. She is also a member of an international marketing team who develop global marketing strategies and campaigns for new product launches.*

*With over twelve years of automotive marketing experience, she began her automotive career with Jaguar Cars in the United States. There she held several positions within the marketing group, from Advertising Production to Brand Management for new vehicle launches such as the XK8 sports coupe and the S-TYPE sports sedan.*

*She and her family reside in Ringwood, New Jersey and she enjoys scuba diving and traveling in her free time.*

*Ms. Hardy earned her bachelor's degree in marketing from Ramapo College and she is also an active member of the alumni advisory board for the Anisfield School of Business.*

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