

Raquel Tapia



Raquel was born and raised here in the Bay Area where she attended schools in the West Contra Costa School District and received both her undergrad & Global MBA from St. Mary's College of California. Raquel began working for Ford Motor Company in 2007 as a summer inter in Dearborn, MI then in 2009 after obtaining her bachelor's degree she began her official career in the Northern California office. Raquel spent the first 12 years of her career serving the Northern California stores and West Market in a variety of roles: Ford Sales & Service Zone Manager, Lincoln Sales & Service Specialist, Sales & Service Business Development Specialist, and as a Wholesale Area Manager. Her experience, passion, business acumen, and enthusiasm for the business and dealer network propelled her to a newly created role in October 2021 based out of Dearborn, MI.

The newly created role of Retail Channel Sales Manager on the US Part Sales Team has grown since Raquel began in October 2021. In Raquel's role, she is responsible for promoting Dealer Retail Channel Parts Sales across all product categories, National Retail marketing initiatives, and the coordination of all Retail Channel support activities both inside and outside of Ford Customer Service.

If you asked Raquel what her passions are she would share, "My "Why" is people (relationships); Geovani, my 21-year-old son, my Daddy who is my best friend, and my puppy, Baby Girl! These three are my JOY! My family and friends overall are extremely important to me. Genuine, transparent relationships are core to my life, and I thrive because of the amazing people I am surrounded by! My energy is high as a result of these important elements." Raquel has loved business, and vehicles as long as she can remember. She has fond memories of her Dad teaching her how to rotate tires and change oil at a very young age. Now she enjoys assisting him with running local car shows (El Sobrante Stroll Car Show + Pinole Car Show) where they bring both his 1966 Mustang Fastback and 1969 Chevelle.