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INFLUENTIAL WOMEN OF ST. LOUIS

As Dealer Principal of Dave Sinclair Lincoln – and the first woman in her family to run one of their dealerships – Megan Sinclair Rosso brings a powerful mix of empathy, grit, and high standards to an industry that rarely sees women at the helm.

Believing that leadership can look different, she's found a way to make sure trust, luxury, and service go hand-in-hand, and her obsession with customer experience has transformed the car-buying experience into something best described as effortless.

"I obsess over the customer experience," she says. "I prioritize how it *feels* to buy a car from us, not just what you pay."

Her obsession extends into every aspect of the way her team does business – from honoring The Sinclair Promise that every client drives away with confidence, to pioneering mobile service and using video communication so customers always know exactly what's happening during the sale and when in service. Always unafraid to innovate, Megan has leaned hard into digital retailing and reimagined the Lincoln experience to feel modern, personal, and effortless – helping every customer feel confident and in control from start to finish.

"Everyone here believes in leading from the front, serving with humility, and never asking

someone to do a job we haven't done ourselves," she says. "I care deeply about legacy, leadership, and what this business means to my family, but I'm here today to change the way people experience car buying. At Dave Sinclair Lincoln, that change starts with flipping the script on luxury – moving it from an intimidating, uncomfortable experience to something that is always undeniably welcoming."

Dave Sinclair
LINCOLN
ST. LOUIS

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