



**BMW** Northwest

# Life

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BMW Northwest owner  
Manfred Scharmach  
with the 1939 327/28,  
showcased in a national  
BMW exhibit in 2020



# In Good Company

More than a familiar face on television, Maddie Scharmach represents the third generation working at the family-owned BMW Northwest

By Andrea Bassett



**FOR MADDIE SCHARMACH,** family and business are one and the same. The granddaughter of founder Werner Scharmach and daughter of owner Manfred Scharmach, she's worked in the family business for almost half her life. For the past several years, Maddie has been the special project manager for BMW Northwest, but you might recognize her more from her latest role, as the new spokesperson in television ads for BMW Northwest.

Like her dad, Maddie started

working at the dealership early on. At 16-years-old, she learned what quality and customer service means at BMW Northwest by spending her summers answering phones, making appointments, contributing to social media and working in the parts department.

In 2013, she graduated from Western Washington University with her psychology degree, cum laude. But a career in psychology wasn't the right fit for her at that time. She started full-time at BMW Northwest in the

Business Development Center, and it felt like home.

Now, at age 28, she oversees new projects and manages employee satisfaction programs. While she's most visible for her television commercials, much of her work is behind the scenes. "The best thing about my expanded role is I'm more integrated into the dealership," Maddie says. "It's allowed me to get to know employees I've never had the opportunity to work with before."

In fact, she knows 95% of BMW Northwest's 258 employees. The other 5% are brand new. "We say we're a family and we practice what we preach" she adds. "We bring everybody on board with the assumption they'll have a long and prosperous career with us. We have such a wonderful management team and we work hard to help everyone feel like part of the family and have the resources they need to succeed."

If that sounds familiar, it's because the Scharmach business philosophy hasn't changed in over 50 years. About working for her father, Maddie says, "I have so much respect for my dad. After all these years, he's still looking for ways to make the business stronger. I've learned so much working with him and I'm lucky to

have a great role model."

While business and family are one for Maddie, she's not just about work. Maddie is married to William McEntyre, a respiratory therapist, is active in the local equestrian community, and loves animals, including her two dogs, three cats and her horse, Snowy.

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Yet even with everything she has going on, she's enjoying her latest special project with the BMW Northwest ad campaign. "Maddie has done an outstanding job as the new spokesperson for BMW Northwest," says Gary Spinnell, partner at Spinnell and Stwan Marketing and Media, the advertising agency that produced the BMW's new television spots. "She wants her work to look professional and in a very short time, she's succeeded." ■