



## ASTON MARTIN

### **MARCO MATTIACCI APPOINTED GLOBAL CHIEF BRAND AND COMMERCIAL OFFICER OF ASTON MARTIN LAGONDA**

- **Automotive brand and product strategy expert Marco Mattiacci becomes ultra-luxury car manufacturer's Global Chief Brand and Commercial Officer**
- **Appointment strengthens product strategy, marketing and commercial functions, as new era at Aston Martin continues**

*9 February 2022 - Gaydon, UK:* Aston Martin Lagonda has strengthened its global brand and commercial functions with the appointment of luxury brand and automotive product strategy expert Marco Mattiacci as the company's new Global Chief Brand and Commercial Officer.

Mattiacci, who spent over a decade in senior leadership positions at Ferrari – including spells as President and CEO of Ferrari North America, President and CEO of Ferrari Asia Pacific, and Managing Director and Team Principal of the Scuderia Ferrari Formula One™ racing team – begins his new role immediately, having recently worked as an advisor to the British ultra-luxury manufacturer.

Prior to working with Aston Martin, Mattiacci spent five years as a senior advisor to management consulting firm McKinsey & Company and private equity firms, providing counsel on automotive and mobility topics. His experience extends to electric mobility, having previously served as Chief Brand and Commercial Officer at Faraday Future and as an advisor to green technology business Envision.

The luxury automotive leader – who in 2012 was named winner of the prestigious Automotive Executive of the Year Award in the United States - will spearhead the iconic brand's global growth, as well as playing a key role in Aston Martin's future commercial and product strategy.

Mattiacci's role will also oversee Aston's Martin's industry-leading luxury customer experience and the brand and product integration with Formula One™ as a key global marketing platform.

Tobias Moers, CEO of Aston Martin Lagonda said: "As we continue this new era for Aston Martin, a key pillar is unleashing the potential of our brand, given its customer loyalty and huge global appeal.

"I'm delighted to welcome Marco to Aston Martin and look forward to working with him and our world-class leadership team to accelerate our breath-taking new product roadmap and unrivalled luxury customer experience."

Marco Mattiacci, Global Chief Brand and Commercial Officer of Aston Martin Lagonda said: "The new chapter for Aston Martin is the most exciting project in the automotive industry right now, and I am thrilled to join the incredible leadership team assembled by Lawrence Stroll and Tobias Moers in this role of Global Chief Brand and Commercial Officer.

"Having enjoyed global affection, passion and loyalty for 109 years, Aston Martin is now igniting a new breed of customers with its next generation of product, ultra-luxury customer experience and return to Grand Prix racing.

"Working as part of a skilled and passionate team, I look forward to being the custodian of this iconic brand, which sits uniquely in the crosshairs of ultra-luxury and high performance."

- Ends -

## About Aston Martin Lagonda:

Aston Martin's vision is to be the world's most desirable, ultra-luxury British brand, by creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including the Vantage, DB11, DBS and DBX and its first-ever hypercar Valkyrie.

Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 56 countries worldwide. Our luxury DBX SUV range is proudly manufactured in St Athan, Wales.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown, and is now listed on the London Stock Exchange as Aston Martin Lagonda Global Holdings plc.

New investment in 2020 saw Lawrence Stroll become the company's Executive Chairman, a move that led to Aston Martin's return to the pinnacle of motorsport with the Aston Martin Aramco Cognizant Formula One™ Team and commenced a bold new era for the iconic British marque.

[www.astonmartin.com/media](http://www.astonmartin.com/media)



### Global Headquarters Gaydon

Kevin Watters  
Director of Communications  
Mobile: +44 (0)7764 386683  
E-Mail: [kevin.watters@astonmartin.com](mailto:kevin.watters@astonmartin.com)

Paul Garbett  
Head of Corporate and Brand Communications  
Mobile: +44 (0)7501 380799  
E-Mail: [paul.garbett@astonmartin.com](mailto:paul.garbett@astonmartin.com)

Grace Barnie  
Manager, Corporate Communications  
Mobile: +44 (0)7880 903490  
E-Mail: [grace.barnie@astonmartin.com](mailto:grace.barnie@astonmartin.com)

Jessica Jay  
Press Officer, Product Communications  
Mobile: ++44 (0)7825 863880  
E-Mail: [jessica.jay@astonmartin.com](mailto:jessica.jay@astonmartin.com)

Scott Fisher  
Heritage Communications Manager  
Mobile: +44 (0)7841 912225  
E-Mail: [scott.fisher1@astonmartin.com](mailto:scott.fisher1@astonmartin.com)

Simon Strang  
Motorsport Press Officer  
Mobile: +44 (0)7554 436372  
E-Mail: [simon.strang@astonmartin.com](mailto:simon.strang@astonmartin.com)

### Continental Europe

Tina Brenner  
Head of PR Europe  
Mobile: +49 (0) 172 8232375  
E-Mail: [tina.brenner@astonmartin.com](mailto:tina.brenner@astonmartin.com)

Raphael Leonardy  
PR Executive Europe  
Mobile: +49 (0) 162 258 1360  
E-Mail: [raphael.leonardy@astonmartin.com](mailto:raphael.leonardy@astonmartin.com)

### China

Jessie Zhang  
Marketing and Communications Manager  
Tel: +86 021 8036 9012  
Mobile: +86 136 9366 7009  
E-Mail: [jessie.zhang1@astonmartin.com](mailto:jessie.zhang1@astonmartin.com)

Nan Chen  
PR Coordinator  
Tel: +86 8036 9051  
E-Mail: [nan.chen@astonmartin.com](mailto:nan.chen@astonmartin.com)

### Asia Pacific

Andreas Rosén  
Marketing and Communications Manager  
Mobile: +65 9618 7742  
E-Mail: [andreas.rosen@astonmartin.com](mailto:andreas.rosen@astonmartin.com)

Sarah McDonald  
PR - Australia

**The Americas**

Nathan Hoyt

Head of Public Relations

Mobile: +1 949 707 7747

E-Mail: [nathan.hoyt@astonmartin.com](mailto:nathan.hoyt@astonmartin.com)

Valentine Oldham

Mobile: +1 617 721 5392

E-Mail: [valentine@valentinepr.com](mailto:valentine@valentinepr.com)

Mobile: +61 438 115 108

E-Mail: [sarah.mcdonald@astonmartin.com](mailto:sarah.mcdonald@astonmartin.com)

**Middle East**

Ramzi Atat

Head of PR MENA

Mobile: +971 (50) 5187778

E-Mail: [ramzi.atat@astonmartin.com](mailto:ramzi.atat@astonmartin.com)