



**Luca Napolitano**  
Stellantis Chief Commercial  
Operations Officer  
& Lancia CEO

Luca Napolitano was appointed CEO of Lancia in January 2021, in addition to being named Chief Commercial Operations Officer for Enlarged Europe in December 2024.

He has significant experience in sales, marketing and brand operations, having previously been Chief Sales & Marketing Officer for Stellantis from June 2024.

After working in the Ford Italia Sales organization, he joined the Fiat Group in 2000 as Business Development Manager and held various roles of increasing responsibility within the Sales and Marketing functions.

Luca has led several organizations including the Spain & Portugal Business Center, EMEA Fleet Sales and EMEA Sales Operations.

Previously, he served as the Head of Network Development for the EMEA region where he worked closely with the Business Centers within the region to ensure the performance of the dealer network.

In 2017, he was appointed Head of Fiat and Abarth brands for FCA's EMEA region, having served as the Head of the Fiat brand in EMEA from 2015.

Luca holds a Master of Business Administration from the University of Rome (Italy).

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