



**Luca Napolitano**  
Brand CEO, Lancia

Luca Napolitano was appointed Lancia Brand CEO and a member of Stellantis' Top Executive Team in January 2021, in addition to being named head of Sales Operations for Enlarged Europe in December 2024. He was previously Chief Sales & Marketing Officer for Stellantis from June 2024.

He has significant experience in sales, marketing and brand operations.

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

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

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).

(Updated December 2024)