



Béatrice FOUCHER
Brand Chief Executive
Officer
DS Automobiles

Béatrice Foucher is Brand Chief Executive Officer of DS Automobiles and was appointed to the Top Executive Team of Stellantis in January 2021.

She has built a strong and extensive expertise in the automotive industry with 30 years of experience in two major groups, within the departments of Quality, Product Planning, Program, HR Talent Development and General Brand Development.

She first joined the Renault Group in 1990 as Audit Quality Manager doing audits in plants before turning to the Client Surveys department.

It led her to move to the Product Planning department, where she successively held the positions of Chief of Product, Director of the Upper Range and ultimately Director of the Product Planning between 2007 and 2012. She was managing the 5 brands development. During those 5 years, Béatrice Foucher led the internationalization of the product range of the Group.

In 2012, she became VP of the Program of Electric Vehicles, piloting 4 products development, making technology choices, and leading planning and profitability.

Between 2015 and 2019, she endorsed the responsibility of VP of Talent Management for the Alliance.

In 2019, she joined Groupe PSA as SVP of Talent Management before quickly being appointed CEO of DS Automobiles and a member of Groupe PSA's Global Executive Committee.

After a Master's degree of engineering in Agronomics Science at AgroParisTech, Béatrice Foucher completed a Master of Science in Quality and Audit at ESCP Business School & Centrale Supélec in France.