



**Luca NAPOLITANO**  
Brand Chief Executive  
Officer  
Lancia

Luca Napolitano was appointed Brand Chief Executive Officer of Lancia and a member of Stellantis' Top Executive Team in January 2021.

He has a host of experience in sales, marketing and brand operations.

After working in the Ford Italia Sales organization, Napolitano 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.

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

Previously, Napolitano 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, Napolitano was appointed Head of Fiat & Abarth brands for FCA's EMEA region, having served as the Head of the Fiat brand in EMEA from 2015.

Napolitano holds a master of business administration from the University of Rome (Italy).