



**Vincent COBÉE**

Brand Chief Executive  
Officer  
Citroën

Vincent Cobée is Brand Chief Executive Officer of Citroën and was appointed to the Top Executive Team of Stellantis in January 2021.

He has a wide international experience holding strategic positions in Europe, North America and Asia in the construction and automotive industries.

Beginning his career in France's State Public Works Department, he took an international path and joined Egis Projects in 1996, moving to Canada as New Projects Manager, then in 1997 to the Philippines where he was promoted Project Director for the Manila North Tollways.

His automotive career began in 2002 when he joined Nissan Motor Corporation, in Tokyo. There, he served as Head of Purchasing for Nissan Europe (2005), then as Program Director for Nissan in Japan (2008) where he led the development and the launch of a family of global entry vehicles.

Appointed Global Head of the Datsun brand in 2010, he led the launch and roll out of the brand until 2017. He then joined Mitsubishi Motors Corporation as Executive Planning Officer, in charge of product strategy, brand, as well as products and programs.

He joined Groupe PSA in 2019, to be appointed Citroën CEO and a member of Groupe PSA's Global Executive Committee in January 2020, with a mandate to set the brand on the path of global sustainable growth.

Vincent Cobée is a graduate from Ecole Polytechnique, France, and completed a master degree in Civil Engineering at Ecole Nationale des Ponts et Chaussées. He holds a master degree in business administration from Harvard Business School.