



Olivier FRANÇOIS

Brand Chief Executive Officer
Fiat, Abarth, DS Automobiles

Global Chief Marketing
Officer

Olivier François is Brand Chief Executive Officer (CEO) of Fiat and Abarth, Global Chief Marketing Officer and was appointed to the Top Executive Team of Stellantis in January 2021. In July 2023, he was also appointed CEO of DS Automobiles.

He has extensive work experience in business operations, sales and marketing including brand development and strategy.

Before joining Fiat in 2005, François worked in positions of increasing responsibility at Citroën.

He was the lead executive for the Lancia brand, a position he was named to in September 2005.

To enhance FCA brand effectiveness and further strengthen synergies within the company, from January 2009 to March 2013, François was the head of Brand Marketing Communication with responsibility for coordinating communication activities for all brands.

In October 2009, François was appointed President and CEO for the Chrysler brand, Chrysler Group LLC. He joined the company from Fiat Group Automobiles, where he was President and CEO for the Lancia brand. He was also the lead marketing executive at Chrysler Group with responsibility for marketing strategies, brand development and advertising for the Chrysler Group and Fiat Group Automobiles brands.

He was appointed Head of Fiat brand and Chief Marketing Officer and named a member of the FCA Group Executive Council in September 2011.

François holds a degree in economy, finance and marketing from Dauphine University (Paris) and a diploma from the IEP (Institute des Sciences Politiques) (Paris).

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