

Olivier François
Head of Fiat Brand
Chief Marketing Officer



Olivier François was appointed Head of Fiat brand and Chief Marketing Officer and named a member of the Group Executive Council (GEC) on September 1, 2011.

Previously, Mr. François was appointed President and Chief Executive Officer for the Chrysler brand, Chrysler Group LLC in October 2009. He joined the company from Fiat Group Automobiles, where he was President and Chief Executive Officer 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 has been the lead executive for Fiat Group Automobiles' Lancia brand since September 2005.

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

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

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