

**Simon Sproule**

***Chief Communications Officer***



Simon Sproule was appointed Chief Communications Officer on January 7, 2020, effective February 3, 2020.

Previously, he served as Vice President and Chief Marketing Officer at Aston Martin Lagonda from November 2014. In this role, Mr. Sproule was responsible for leading an integrated marketing and corporate communications function that also included the company's brand licensing and partnership initiatives.

Prior to that, Mr. Sproule was Vice President Communications of Tesla Motors during 2014. He also served as Corporate Vice President, Global Marketing Communications, Nissan Motor and Head of Renault-Nissan Alliance Communications from 2009. In that position, he was responsible for overseeing all communication strategy and related activities for the company and the Alliance.

From 2003, Mr. Sproule served as Corporate Vice President Global Communications, Nissan Motor and Vice President Communications for Nissan North America where he led global communications activities, CSR and investor relations. He also held the role of Vice President Communications, Aston Martin Jaguar Land Rover North America from 2000 and began his career in 1992 in the public affairs office of Ford of Europe.

He earned a Bachelor of Science in Geography from King's College, University of London.

Mr. Sproule was born in Hampshire, England.