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## **DANIEL GUZZAFAME** Responsible for Alfa Romeo Products



**DANIEL GUZZAFAME** is appointed responsible for Alfa Romeo Products.

He will report to Jean-Philippe IMPARATO, Alfa Romeo brand CEO.

Daniel Guzzafame holds a double Master Degree in engineering and an executive MBA.

He joined the FCA Group in 2006 where he held positions of increasing responsibilities as Quality Manager at global level, operating in Turkey, India and US.

There is a durable relationship between Daniel and Alfa Romeo. In 2015 he joined the "Giorgio Project" and in 2016 he embraced also Maserati, assuming the responsibility of Product Development Quality for both brands.

In 2017 he took the role of Customer Experience Manager in the Business Center Italy and in 2018 he became responsible for Vehicle Value Optimization for the EMEA region.

In 2019 Daniel was appointed responsible for Product Portfolio and Alfa Romeo Product Planning for the EMEA region.

**ARNAUD LECLERC**

**Responsible for Alfa Romeo Brand Strategy & Performance**



**ARNAUD LECLERC** is appointed responsible for Alfa Romeo Brand Strategy & Performance.

He will report to Jean-Philippe IMPARATO, Alfa Romeo brand CEO.

With a Master Degree in Economics & Marketing, Arnaud Leclerc joined the FCA Group in 2018 as UK & Ireland Managing Director. In 2020 was appointed Head of Alfa Romeo Brand for the EMEA Region.

A wide expertise in the automotive industry.

In 1997 he joined Honda as Marketing responsible for South Europe.

In 2001 he joined PSA Groupe assuming till 2006 the role of Responsible for Pricing and Product. In 2006 he was appointed Europe coordinator for Denmark, Norway, Sweden, Portugal and Slovenia.

In 2008 he was appointed Citroen Managing Director in Croatia and in the Nordics in 2011. In 2014 he became Managing Director of Citroen in UK before assuming in 2015 the role of DS Brand development manager and PSA Groupe UK Deputy Director.

## ERICA VALERIA FERRAIOLI

Responsible for Alfa Romeo & Lancia Pricing



**ERICA VALERIA FERRAIOLI** is appointed responsible for Alfa Romeo & Lancia Pricing.

She will report to Jean-Philippe IMPARATO, Alfa Romeo brand CEO, and to Luca NAPOLITANO, Lancia brand CEO. Born in Salerno, 38 years old, graduated in Communications, with a Master Degree in Business Administration, Erica Valeria joined the automotive industry in 2007.

She held different roles in AUTOMOBILI LAMBORGHINI, first as Order Management Team Leader and then as Sales Planning Manager.

She joined FCA in 2011. From 2013 to 2016 she was appointed as Pricing responsible for Jeep and Alfa Romeo in the EMEA region.

From 2016 to 2019 she assumed the role of responsible for Commercial Development first in Abarth then in Fiat, moving afterwards to the Sales Planning position for the EMEA region.

Since 2019, she has been responsible for FCA Business Intelligence and Commercial Processes for EMEA region.

# ALFA ROMEO BRAND NEW GLOBAL ORGANIZATION



**ROBERTA ZERBI**

**Responsible for Alfa Romeo & Lancia Europe**



**ROBERTA ZERBI** is appointed responsible for Alfa Romeo & Lancia Europe.

She will report hierarchically to Maxime PICAT, Enlarged Europe COO, and functionally to Jean-Philippe IMPARATO, Alfa Romeo brand CEO, and to Luca NAPOLITANO, Lancia brand CEO

Roberta Zerbi, graduated with an MBA from the University of Warwick, has spent almost her entire career in the automotive business. She has built her wide experience across the industry, notably with Marketing, Communication and Sales roles. She started in Ford, where she took growing responsibilities, including the positions of Marketing Communications Manager in the Italian market and of Regional Brand Manager based in UK headquarters. Then in Toyota, where she was appointed East Europe and Russia Regional Manager, after running the Toyota brand flagship showroom in Paris.

She joined FCA Group in 2011 as Product Marketing Manager in the Fiat Brand, becoming responsible for Marketing Planning & Brand Optimization two years later. In 2014 she assumed the role of Marketing and Communication Director in the business center Italy, where she then held the position of Alfa Romeo and Jeep Country Manager in 2015. In 2017, Roberta was appointed Head of Alfa Romeo Brand for the EMEA Region followed by the responsibility as Head of Cross-Brand Digital & CRM for FCA EMEA.

## LARRY DOMINIQUE Responsible for Alfa Romeo North America



**LARRY DOMINIQUE** is appointed responsible for Alfa Romeo North America.

He will report hierarchically to Mark STEWART, North America COO, and functionally to Jean-Philippe IMPARATO, Alfa Romeo brand CEO.

With a Master Degree in Electrical Engineering from the Lawrence Technological University in Michigan, Larry Dominique has built his wide experience across the industry assuming several roles in the automotive field.

From 1984 to 1987 he joined General Motor as responsible for electronic component's testing and development.

From 1987 to 1989 he worked for Chrysler M.C. where he assumed the role of Quality control manager for plant suppliers.

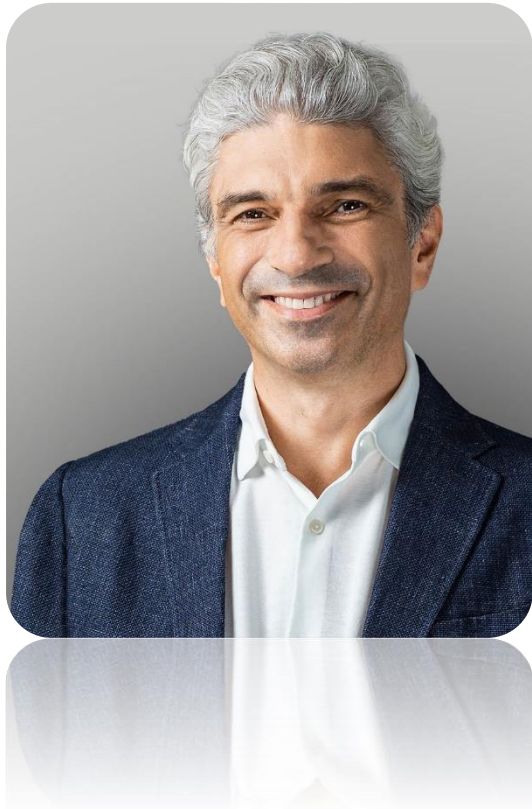
From 1989 to 2000, he joined Nissan, where he held several roles of responsibility. In particular, from 1989 to 1994 he was responsible for electrical Design in the research and development department. From 1994 to 2000 he assumed roles of responsibility in Manufacturing, Engineering Design and Product Planning.

From 2000 to 2005 he became Chief Product Director for Truck and SUV products, and from 2006 to 2011 he was appointed Vice President in North America.

From 2011 to 2015 he was appointed president of Automotive Lease Guide in US.

In the 2017 Larry Dominique was appointed President & CEO of PSA in North America, assuming responsibility for all PSA North American commercial activities and planning.

**MASSIMILIANO TRANTINI**  
Responsible for Alfa Romeo China



**MASSIMILIANO TRANTINI** is appointed responsible for Alfa Romeo China.

He will report hierarchically to Grégoire OLIVIER, China COO, and functionally to Jean-Philippe IMPARATO, Alfa Romeo brand CEO.

With a Master Degree of Science in Change Management from the University of Oxford-Saïd Business School, Massimiliano started his career at FCA in 1997 as a Test Engineer.

After consistent professional growth in technical positions, Massimiliano was appointed Head of Purchasing for FIAPL - the joint venture between FCA and Tata Motors.

In 2010, Massimiliano was appointed Country Manager for Fiat Powertrain Technologies in China and then led Hangzhou Iveco Automobile Transmission as Chief Executive Officer.

In 2019, Massimiliano was appointed President of GAC FCA, the joint venture between FCA and GAC Group, and became Chief Operating Officer of FCA APAC in the same year.

Massimiliano's appointment to Head of Alfa Romeo China is in addition to his current position as President of GAC FCA.