

COMMERCE

Aston Martin hires new Americas president from Jaguar Land Rover

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Aston Martin Vanquish

By STAFF REPORTS

British automaker Aston Martin has named Laura Schwab president for Aston Martin the Americas, looking to grow its business in the region through her marketing and sales experience.

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Ms. Schwab was most recently at Jaguar Land Rover, where she served as marketing director overseeing marketing communications, events, sponsorships, consumer engagement and corporate social responsibility. Adding new talent from within the automotive industry may bring Aston Martin a new perspective.

New appointment

When Ms. Schwab starts on Oct. 26, she will report to global sales director Christian Marti. Her role will include supervising sales, service, PR, marketing and communications that reach both Aston Martin consumers and the 46 dealerships in the U.S., Canada, Mexico and South America.

After she graduated from Kentucky College of Law, Ms. Schwab originally worked for technology companies before entering the auto industry.

In a brand statement, Mr. Marti mentions the new hire's "vibrant personality," which he foresees will [energize the network]."



Aston Martin

Aston Martin CEO, Dr. Andy Palmer, said, "Laura is an excellent addition to the Aston Martin team. Throughout her career in the automotive business, Laura has demonstrated an ability to implement marketing and retail programs to drive growth.

"As we embark upon delivery of our six-year Second Century Plan' the Americas region offers a considerable opportunity and I look forward to Laura applying her skills to help us grow awareness of the Aston Martin brand in this region."

Aston Martin's appointment of a female to this role reflects the company's overall focus on gender equality.

British automaker Aston Martin is looking to close the gender gap in engineering by teaming up the Royal Air Force to introduce female students to various career routes.

Automakers employ large amounts of people and oftentimes have a positive impact on local communities, a dynamic that burnishes their reputations with a humane aspect. This mild form of activism will help Aston Martin stand out in a field of admired employers ([see story](#)).

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