

AUTOMOTIVE

Bentley names new CEO amid leadership change

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Bentley Continental Supersports. Image credit: Bentley

By STAFF REPORTS

British automaker Bentley Motors has appointed Adrian Hallmark, formerly of Jaguar Land Rover, as chairman and chief executive officer.

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Mr. Hallmark will take on his new role at Bentley on Feb. 1, 2018, succeeding Wolfgang Drheimer, who will retire, but will stay on as an advisor for Volkswagen Group motorsport ([see story](#)). Mr. Hallmark's hiring comes as Bentley sees a change in its leadership team, including new board members for engineering, sales and marketing as well as people, digitization and IT.

New to Bentley

Bentley announced Mr. Hallmark's appointment Oct. 20.

Mr. Hallmark brings to Bentley more than 18 years of automotive board-level experience from the United States, Europe and Asia with Porsche, Volkswagen, SAAB and Bentley. During his time at Bentley, Mr. Hallmark was a board member of sales, marketing and PR and was integral to the automaker's launch of the Continental GT in 2003.

Most recently, Mr. Hallmark served as global strategy director for Jaguar Land Rover.

"I am delighted to welcome Adrian Hallmark back to the Volkswagen Group, and back to Bentley Motors," said Matthias Miller, CEO of the Volkswagen Group, in a statement. "He brings a wealth of international automotive experience coupled with a deep understanding of the Bentley brand and I am confident he will lead this extraordinary British company to even greater success."



Adrian Hallmark joins Bentley from Jaguar Land Rover. Image credit: Bentley

Bentley's additional appointments include:

Dr. Werner Tietz, who will become member of the board for engineering. Dr. Tietz succeeds Rolf French, who held the position for six years. Dr. Tietz joins Bentley from Porsche where he was vice president body & trim engineering.

Chris Craft joins Bentley as board member for sales and marketing, succeeding Dr. Andreas Offermann. Mr. Craft most-recently led Porsche Great Britain as managing director.

Dr. Astrid Fontaine, previously vice president of human resources, culture and innovation at Porsche North America will become board member for people, digitalization and IT. Dr. Fontaine replaces Marlies Rogait who held the position for three years, leading Bentley to be named as Top Employer and the implementation of the Bentley-supported Crewe Engineering and Design University Technical College.

Dr. Teitz, Mr. Craft and Dr. Fontaine will start their positions Jan. 1, 2018.

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