

AUTOMOTIVE

## Bentley hires former Cadillac, Chevrolet exec to head marketing

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*Bentley Motors' new Bentayga V8. Image credit: Bentley*

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By STAFF REPORTS

British automaker Bentley Motors has appointed Florian Spinoly as its new director of product and marketing.

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Effective immediately, Mr. Spinoly succeeds Christophe Georges, who recently became president/CEO of Bentley Motors, Inc., Bentley's regional operations in the Americas. Mr. Spinoly comes to Bentley with 15 years of experience in the automotive industry in marketing and product management roles.

### Marketing management

Mr. Spinoly was most recently director of marketing, product and public relations for Cadillac Europe and Chevrolet Performance Cars. Prior to his role at the General Motors brands, he spent a decade at BMW in marketing, product management and motorsport positions.

During his time at BMW, Mr. Spinoly oversaw a number of international regions for the automaker, including the Middle East, Asia Pacific, Eastern Europe and Africa.

At Bentley, Mr. Spinoly will be focused on developing the brand's product and marketing strategy, overseeing activities in communications, digital marketing and CRM. He will also plan brand experiences and live events for Bentley.



*Florian Spinoly. Image courtesy of Bentley*

"Florian brings considerable international experience and a strong understanding of the automotive industry," said Chris Craft, member of the board for sales, marketing and aftersales at Bentley Motors, in a statement. "He joins at an important time as we launch the Bentley Speed, Continental GT and GT Convertible V8 and the all new Flying Spur to international markets.

"As we focus on the next generation of Bentley cars, including our path to electrification, he will play a key role in leading Bentley's product, marketing and luxury services activities in the future," he said.

Now in its 100th year, Bentley has made other investments in marketing.

Last year, Bentley Motors revitalized its print magazine with new leadership and an eye on making the publication more appealing to prospective and existing clients.

The quarterly *Bentley* magazine is published around the world as a way of fostering a global Bentley community. Now, Bentley has brought in new leadership to create a magazine that can also be enjoyed by those who have not yet bought a Bentley, but may have plans to do so in the future ([see story](#)).

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