

AUTOMOTIVE

## Aston Martin appoints new chief brand, commercial officer

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*Mr. Mattiacci previously held leadership roles at Ferrari. Image credit: Aston Martin Lagonda*

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin has appointed Marco Mattiacci as its new global chief brand and commercial officer.

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With this appointment, Aston Martin is aiming to usher in a new era of strengthened product strategy and marketing. Mr. Mattiacci is an automotive brand and product strategy expert with several years of experience in the sector.

"As we continue this new era for Aston Martin, a key pillar is unleashing the potential of our brand, given its customer loyalty and huge global appeal," said Tobias Moers, CEO of Aston Martin, in a statement.

"I'm delighted to welcome Marco to Aston Martin and look forward to working with him and our world-class leadership team to accelerate our breath-taking new product roadmap and unrivaled luxury customer experience."

### Leadership driving forward

Formerly an advisor to the brand, Mr. Mattiacci begins his new role effective immediately.

He previously spent more than a decade in senior leadership positions at Italian automaker Ferrari, including roles as president and CEO of Ferrari North America, president and CEO of Ferrari Asia Pacific and managing director and team principal of the Scuderia Ferrari Formula One racing team.

Before his time at Ferrari, he spent five years working as a senior advisor to management consulting firm McKinsey & Company and other private equity firms, providing counsel on automotive and mobility topics.

He also served as chief brand and commercial officer at Faraday Future and as an advisor to green technology business Envision.



*Workers in masks at an assembly line in Aston Martin's plant in St. Athan, Wales. Image courtesy of Aston Martin Lagonda*

Aston Martin is hoping to power through to a new era of progress after facing a few setbacks in recent years. In 2020, the automotive company announced the elimination of 500 jobs, nearly 20 percent of its total workforce ([see story](#)).

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