

AUTOMOTIVE

McLaren welcomes three chief executives to procurement, technical roles

March 15, 2023



Mr. Laser, Mr. Raveglia and Mr. Sanderson all bring a wealth of experience to their new leadership positions. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is receiving an influx of talent among its upper ranks.

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Charles Sanderson's new appointment as chief technical officer marks a return to the McLaren fold, while Joerg Laser and Emmanuelle Raveglia will be joining the brand for the first time. Mr. Laser will take on the role of chief procurement officer, while Mr. Raveglia will act as vehicle line executive director.

"We are delighted to have secured the services of three such capable and experienced industry professionals," said Michael Leiters, CEO of **McLaren Automotive**, in a statement.

"All three individuals bring a wealth of knowledge, skills and experience which will be invaluable in the successful delivery of our future of performance strategy," he said. "Their varied backgrounds will also enhance our culture of international diversity and innovative fresh thinking."

Revvig to go

Mr. Sanderson began his career with McLaren in July 2011, as development engineer of hybrid systems. He was acting as head of software development when he left to work with California-based manufacturer, Rivian.

In his new role at McLaren, Mr. Sanderson will lead the brand's technology and product innovation strategies.



Mr. Laser's extensive history in the automotive industry includes 12 years at General Motors. Image credit: McLaren

One line of products that McLaren unveiled in the last year was the latest release from its ongoing collaboration with lifestyle brand Tumi. These travel pieces were crafted from the same CX6 carbon fiber material that have helped to form McLaren vehicles for the last 40 years ([see story](#)).

Mr. Laser brings nearly 30 years of experience in the automotive industry to his new role at McLaren. This includes 12 years at General Motors, four of which were spent as the brand's global commodity manager.

Most recently, he spent nearly three years as the chief supply chain officer at Zurich-based WayRay.

Zak Brown, CEO of McLaren Racing, explained his own role and responsibilities to a group of schoolchildren as he led them on a tour of brand headquarters last month. The excursion was filmed, in partnership with Google, for the latest episode of McLaren's *Searching forseries* ([see story](#)).

Mr. Raveglia spent 12 years at Italian automaker Ferrari, including four years during which he led the team responsible for developing the Purosangue line, before starting at McLaren earlier this month.

In other McLaren news, the brand recently made its first inroads in the Indian market.

McLaren Mumbai opened in October 2022, the brand's first retail center in the country, making India the brand's 41st global territory ([see story](#)).

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