

COMMERCE

# Maserati announces global business restructure, appoints new regional lead

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*Hamdy Elshantoury, interim manager of Middle East and Africa operations at Maserati, is appointed head of the company's newly-created Overseas Region. Image credit: Maserati*

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By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is making changes to its business structure.

Effective immediately, Hamdy Elshantoury, interim manager of operations in the Middle East and Africa, is appointed head of the company's newly-created Overseas Region. This includes areas such as Eastern Europe, Latin America, India and Southeast Asia, and joins Maserati's other four priority markets including Europe, followed by the U.S. and Canada, as well as China and, separately, Japan and Korea.

"We are pleased to begin the year with the announcement of a new global region and the appointment of Hamdy Elshantoury as its head," said Davide Grasso, CEO of [Maserati](#), in a statement.

"Maserati operates in more than 70 markets around the world and the creation of a fifth region confirms the intention to give our business an even more precise and specific configuration at a global level, to better cover and respond to individual market requirements, and to give each area the attention it requires to improve its development and efficiency."

## **Expanding horizons**

The automaker now counts five global regions, with "Overseas" rounding out the list.

The new department's executive operations will be based at Maserati's headquarters in Modena, Italy. Alongside the change in markets, other C-Suite members are transitioning into alternate roles.



*The automaker is overhauling its global business structure. Image credit: Maserati*

Maserati's Wong Yi Mui Wallace has been appointed to oversee the SEAP and India markets, while Marco Spadaro takes charge of Eastern Europe and Latin America. These shifts are being implemented to better serve each region.

The brand's marketing team is "ready to act as a gateway for partners and the dealer network in everyday activities and initiatives," according to a statement.

Other luxury car companies are also adjusting their strategies moving into the new year, with British automaker Rolls-Royce planning to expand its network of Private Office customization centers, setting the hubs up in two new cities ([see story](#)).

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