

COMMERCE

Aston Martin brings on Bentley executive as CEO

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Mr. Hallmark has industry experience stretching back 25 years. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Aston Martin is onboarding a leader from a fellow United Kingdom-based vehicle brand.

Taking over for Amedeo Felisa, Adrian Hallmark has been appointed as the new executive director and CEO of the company. Currently serving in the same top role at British automaker [Bentley](#), he will take office at Aston Martin sometime before Oct. 1, 2024.

"In Adrian Hallmark, we are attracting one of the highest caliber leaders not just in our segment, but in the entire global automotive industry," said Lawrence Stroll, executive chairman at [Aston Martin](#), in a statement.

"Complementing our world-class leadership, Adrian will bring to Aston Martin unrivaled experience in both the ultra-luxury and British manufacturing sectors to progress our strategy and continue recent momentum."

Taking the wheel

Mr. Hallmark has been chairman and CEO of Bentley since 2018, joining the company from JLR, another British automaker ([see story](#)).

His successor has yet to be announced. However, the incoming chief will be made public "in due course," according to a statement from the company.

In the same statement, Mr. Hallmark said that he is leaving the car brand so that he can take on new challenges.



Mr. Hallmark is leaving Bentley after sales dipped at the company by 11 percent in 2023. Image credit: Bentley

At this point in his career, he holds more than 25 years of senior experience in the industry, working across Europe and Asia, as well as the United States. The seasoned professional will now bring this valuable background to Aston Martin come October.

"Like many working within the ultra-luxury segment, I have admired the continued transformation of Aston Martin's brand and products from afar and feel honored to have the opportunity to work with Lawrence, the board and the company's employees to lead its next chapter," said Mr. Hallmark, in a statement.

"The transformation of Aston Martin is one of the most exciting projects within the ultra-luxury automotive industry," he said. "I am looking forward to continuing the company's great momentum and utilizing my experience and passion to further unleash this iconic brand's potential and take it to even greater success."

Until Mr. Hallmark picks up the baton, Mr. Felisa will continue fulfilling duties as CEO to ensure a smooth transition.

"It has been a great privilege to serve as Aston Martin's chief executive officer, leading our iconic brand through this exciting era," said Mr. Felisa, in a statement.

"I am incredibly proud of the progress made over the last two years, which has aligned Aston Martin for a positive future direction," he said. "I believe now is the right time to allow the company to transition to new leadership."

"I am looking forward to delivering our upcoming new products before handing over to Adrian, who is a fantastic appointment for Aston Martin with a wealth of first-class experience."