

COMMERCE

Lamborghini onboards next chief people, culture officer

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For the first time in nearly 20 years, the company will have a new leader in the role. Image credit: Lamborghini

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is welcoming a core executive leader.

Announced on Feb. 27, Douglas Arrighi is the company's new chief people, culture and organization officer. Leading the human resources department, he fills the role left vacant by Umberto Tossini, who is departing the group after nearly two decades in the position.

"In a rapidly evolving environment, culture and people remain the true engine of our company," said Stephan Winkelmann, chairman and CEO of [Automobili Lamborghini](#), in a statement released on [LinkedIn](#).

"The role of Chief People, Culture and Organization Officer is therefore central to shaping the next phase of our growth," Mr. Winkelmann said. "I am confident that Douglas's leadership will further strengthen our organization, fostering innovation through people and reinforcing a culture of excellence."

Next steps

Mr. Arrighi comes into the position with three decades of automotive industry experience, as well as nearly 20 years of work history in human resources.

Over the course of 23 years, the incoming executive climbed the corporate ladder at German automaker Volkswagen's Brazilian division, beginning as a technician and ending as a senior HR manager and head of the region's HR strategy.

He then went on to lead French automaker Renault and Japanese carmaker Nissan's respective human resource director before returning to Volkswagen; upon coming back, Mr. Arrighi became a board member, the VP of HR for South America and chairman of the Volkswagen Group Foundation.



Lamborghini recently received the honor of Top Employer Italy for the 13th consecutive year. Image credit: Lamborghini

“More than a new professional challenge, this represents the realization of a dream,” said Mr. Arrighi, in a statement released on [LinkedIn](#).

“Moreover, the opportunity to contribute to a brand that stands for bold values brave, unexpected and authentic and a purpose that deeply inspires me: Driving Humans Beyond,” he said. “I join with energy and a genuine desire to contribute to this extraordinary team, connecting high performance, people and culture as we continue to move beyond.”

German automaker Porsche is also ushering in a new chapter as an internal leader steps away. Earlier this month, Tobias Shlmann began work as the brand’s new head of design, succeeding Michael Mauer, who has held the title since 2004 ([see story](#)).

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