Aston Martin Appoints Laura Schwab As New Americas Regional President

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Gaydon: Aston Martin is pleased to announce the appointment of Laura Schwab as President for Aston Martin The Americas, reporting to Global Sales Director Christian Marti, effective 26 October.

Laura joins Aston Martin from Jaguar Land Rover where she worked most recently as Marketing Director, leading marketing communications, experiential events, sponsorships, product marketing, customer engagement and corporate social responsibility.

Based at the company's regional headquarters in Irvine, California, Laura's role as Regional President embraces sales and service, public relations, brand marketing and communications to both Aston Martin's customers and 46 dealers in the region, spanning the United States, Canada, Mexico and South America.

Having graduated from University of Kentucky College of Law, Laura started her career with a technology start-up company in Southern California, before joining the automotive industry and since amassing fifteen years' experience across a variety of operational, sales and marketing roles. Laura originates from Louisville, Kentucky.

Aston Martin CEO, Dr Andy Palmer said: "Laura is an excellent addition to the Aston Martin team. Throughout her career in the automotive business, Laura has demonstrated an ability to implement marketing and retail programs to drive growth.

"As we embark upon delivery of our six-year 'Second Century Plan' the Americas region offers a considerable opportunity and I look forward to Laura applying her skills to help us grow awareness of the Aston Martin brand in this region."

Aston Martin's Global Sales Director, Christian Marti added: "I look forward to Laura joining our team bringing her considerable experience in sales and marketing to our brand. I know her vibrant personality will resonate with our dealer partners across the region and energise the network."

Laura Schwab commented: "I am delighted to be joining Aston Martin at what is clearly an immensely exciting time for the brand and look forward to further developing this crucial and well-established region for the company.

"The coming years will present some considerable opportunities to grow the Aston Martin business in the Americas and I hope to use my experiences in the automotive space to help this great brand flourish."

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For additional information:

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