



Bernard Loire

President & CEO - Mitsubishi Motors Europe B.V.

French nationality - 53 – Married – 3 children

Education:

- Graduate of IFAG Business School (Marketing)
- Executive Programs @ INSEAD (Marketing) and @ IESE Business School (Finance)

Career :

- **1988 - 2000:** **Ford France** (Paris) – Zone Manager to Director Fleet Sales
- **2000 – 2002:** **Fiat Auto SPA** (Turin) – Head of Global Marketing – C-Segment
- **2002 – 2018:** **Nissan Europe:**
 - o 2002: Market Manager Sales Operations (Paris)
 - o 2005: Brand Director (Lisbon)
 - o 2006: “Shift Europe” Project Director (Paris)
 - o 2008: Managing Director – Nissan Italy (Rome)
 - o 2009: Vice President Sales - Nissan International SA (Geneva)
 - o 2011: Vice President, Infiniti Business Unit EMEA (Geneva)
 - o 2012: Managing Director - Nissan Italy (Rome)
 - o 2014: Managing Director - Nissan West Europe (Paris)
- **2018 (June):** **Mitsubishi Motors Europe B.V.** – President & CEO (Amsterdam)
