



Samir CHERFAN
Chief Operating Officer
Middle East & Africa

Samir Cherfan was appointed Chief Operating Officer for Middle East & Africa and a member of Stellantis' Top Executive Team in January 2021.

He has a broad experience across the automotive value chain including R&D, manufacturing, product & program management, and sales and marketing for various automotive groups.

He started his career with Renault Group in 1992. During the first 11 years, he held various management positions in research, engineering and modules development and production.

Then he joined the program management department for 7 years and became program director of mid-range models designed for international markets. In 2010, he moved to the front line as Managing Director of Eastern Paris retail network at Renault Retail Group.

In 2012, he joined Nissan Group in the Middle East, as Sales and Marketing Director before being appointed Managing Director one year later.

He joined Groupe PSA in 2017 as Sales and Marketing Senior Vice President for Middle East and Africa region (MEA). In 2019, he was nominated Director of MEA Region and Executive Vice President. Samir Cherfan was also head of the industrial and commercial diversity reduction cross functional team.

Samir Cherfan graduated in engineering from Polytech Sorbonne, Paris, France.