

# APPOINTMENTS IN THE ALPINE MANAGEMENT COMMITTEE

14/12/2021

- **As of January 1<sup>st</sup>, 2022, David GENDRY is appointed Vice President Communication Alpine. He will join the Alpine Management Committee under the guidance of Laurent ROSSI, Chief Executive Officer of Alpine. He will also report to Christian STEIN, Vice President of Brands Communication at Renault Group.**
- **As of January 1<sup>st</sup>, 2022, Olivier CAMUS is appointed Alpine Marketing-Communication Director, replacing David GENDRY. He reports to Cédric JOURNEL, Alpine Sales & Marketing Vice President.**



**David Gendry's missions will be to deploy the global communication strategy for the Alpine brand in line with the strategic plan presented in January 2021. In particular, he will have to steer the deployment of communication activities through a 100% electric product plan. David Gendry's role will also be to give a strong and coherent identity to the whole of Alpine's competition programme, with Formula 1 as the main platform, which is essential for the development of the Alpine brand's reputation and image on a global scale.**

Born in 1976, **David GENDRY** holds a Master's degree in Business and Tax Law from the University of Aix en Provence. In 2000, he began his career as a business lawyer with the PSA Peugeot Citroën Group. In 2003, he joined the Sales department and was appointed Marketing and Communication Director of Peugeot Sport. In 2009, he became Sales and Marketing Director of Peugeot in the Czech Republic.

In 2012, David GENDRY joined Volkswagen Group France as Marketing Director for Seat France. In 2016, he was appointed Global Digital Director for Seat in Spain. In 2018, he was assigned to China as Vice President of Sales and Marketing for one of the Volkswagen Group's joint ventures. Since 2020, David GENDRY has been Managing Director of the Seat and Cupra brands in Portugal.

David GENDRY was appointed Alpine Marketing and Communication Director on 19 April 2021.



**Olivier CAMUS has been appointed Alpine Marketing-Communication Director as of January 1, 2022 and will be responsible for defining and deploying the global marketing strategy for the Alpine brand.**

Born in 1977, **Olivier CAMUS** is a graduate of EM Normandie and holds a Master's degree in Project Management from SKEMA. He joined Peugeot Sport in 2001 as Marketing Manager of the Customer Competition and then the Endurance programme. In 2008, he joined the Peugeot marketing department and became Market Manager. He moved to North America in 2011 to Bombardier Recreational Products (BRP). He was appointed Director of Product Management for Can-Am in 2016, then Director of Can-Am Off-Road Marketing in 2018, and finally Director of Can-Am On-Road Product Strategy and Configurability.

In September 2021, Olivier CAMUS will join the Alpine Marketing team to coordinate international marketing activities.

## **ABOUT ALPINE**

Founded in 1955 by Jean Rédélé, Alpine has asserted itself over the years with its French-style sports cars. In 2018, the brand presented the new A110, a sports car that is true to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit was created, to become the dedicated brand for the innovative, authentic and exclusive sports cars of the Renault Group, benefiting from the heritage and know-how of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams.

## **PRESS CONTACT**

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