

Contact: Ron Kiino

Dominique, Larry
Senior Vice President, Alfa Romeo Brand - North America

Larry Dominique was named senior vice president, Alfa Romeo brand and FIAT brand - North America in March 2021. In this role, he is responsible for sales and marketing strategic operations for Alfa Romeo and FIAT brands in the United States, Canada and Mexico.

Dominique reports functionally to Jean-Philippe Imperato, brand chief executive officer, Alfa Romeo, and Olivier Francois, FIAT CEO and Stellantis global CMO.

Dominique also served as the president & CEO of PSA in North America with responsibility for all PSA North America commercial activities and planning since 2017. Prior to that, he was president of ALG in the United States from 2011 to 2015.

Dominique brings vast experience from across the automotive industry. His professional and academic background includes:

- 2021 - current, Senior Vice President, Alfa Romeo Brand and FIAT Brand - North America

- 2017, President & CEO of PSA in North America

- 2011, President of Automotive Lease Guide (ALG) in the United States

- 1989-2011, Nissan USA

 - 2006, Vice President in North America

 - 2000, Chief Product Director for truck and SUV products

 - 1994, Manufacturing, Engineering Design and Product Planning

 - 1989, Electrical Design in the research and development department

- 1987, Quality Control Manager for plant suppliers, Chrysler Corporation

- 1984, Testing and development of electronic components, General Motors

Dominique holds a master's degree in electrical engineering from the Lawrence Technological University in Michigan.

Dominique was born in Livonia, Michigan, United States.

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