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Stellantis North America Reorganizes Sales Organization

Stellantis North America today announced a new sales organization structure that brings a reimagined focus to the two primary sales channels – B2B and B2C – while streamlining responsibilities as the company continues its historic transformation.

The following moves are effective March 1, 2024:

Jason Stoicevich is named Senior Vice President for Retail Sales, responsible for U.S. sales working with the company's 2,600 dealer network. Stoicevich will oversee sales planning and incentives, retail sales promotions, dealer relations and field operations. He previously served as President of Stellantis Canada. Stoicevich has spent much of his career working alongside the dealer network in various roles throughout the U.S. as well as serving as the head of the FIAT brand for North America.

Jeff Kommor is appointed Senior Vice President of Commercial Sales, responsible for fleet, government and the other growing B2B sales opportunities. Kommor previously was head of U.S. sales and has served in various roles with increasing responsibility in the U.S. sales organization since joining the organization.

"In this time of incredible change, we are realigning our sales organization into two distinct units that will explore and realize deeper growth potential for both B2B and B2C," said Carlos Zarlenga, COO, Stellantis North America. "Jeff and Jason are experienced leaders who know the power of our brands and the untapped potential of the electric vehicles we are about to unleash in the marketplace."

"I've had the opportunity to spend some time with Jason in my new role for Stellantis and I walked away genuinely impressed and have confidence in his ability to move our retail side forward," said National Dealer Council Chairman for Stellantis, Kevin Farrish. "Many of our dealers have worked with Jason making for an easy transition. And having Jeff continue to be involved in the overall process will in effect double our forces, with a renewed focus on commercial and fleet that under his expertise will help us raise the bar on that untapped side of the business."

In a related move, Jeff Hines will serve as President of Stellantis Canada. Hines most recently was Vice President U.S. Fleet Sales and Operations. Previously, he was the head of the Jeep brand for the EMEA region and has worked in various roles supporting the dealer network in several U.S. Business Centers.

"Jeff has broad experience from his time supporting the U.S. dealer organization to his tenure with the Jeep brand that will serve our Canadian operations well," said Zarlenga. "I'm looking forward to seeing how he will leverage that experience to continue growing our presence north of the border, especially as our electric vehicle offensive begins."

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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