

Contact: Diane Morgan

AAF Inducts Stellantis Global Chief Marketing Officer Olivier François as One of Six Newest Members Into Advertising Hall of Fame

- Olivier François is one of six industry icons to receive advertising's most esteemed honor
- Honorees also include Jerri DeVard, CEO & founder, Black Executive CMO Alliance (BECA); Bill Imada, co-founder, chairman & chief connectivity officer, IW Group; Donna Weinheim, former partner, Cliff Freeman & Partners and former executive creative director, BBDO; Jeff Goodby, co-chairman, Goodby, Silverstein & Partners; Marc Pritchard, chief brand officer, P&G (also presented the David Bell Award for Industry Service); and Kellyn Kenny, chief marketing & growth officer, AT&T (corporate honoree)
- In its 70-plus years, only 282 advertising legends and 12 global companies have been elected to the Hall of Fame

May 8, 2024, Auburn Hills, Mich. - On Thursday evening, April 25, in New York City at a gala celebration widely regarded as the "biggest night in advertising," six industry icons along with one corporate honoree were formally inducted into the 2024 AAF Advertising Hall of Fame. Among those honored was Olivier François, Stellantis global chief marketing officer.

The award was presented to François by Dr. Orville "Shaggy" Burrell, whom he met and befriended during a FIAT brand shoot in 2013. The two became close friends, attending each other's weddings and collaborating together on various projects.

"When I first learned about this honor last November, I spoke of my gratitude to my incredible colleagues and co-conspirators, in addition to the strength of the iconic brands that propel Stellantis forward," said Olivier François, global chief marketing officer, Stellantis. "When I took on the CMO role almost 14 years ago, from the moment I stepped off the plane in Motor City and into the world of American advertising with really no clue about what makes it tick, I've been very fortunate to be supported by a culture of lateral thinking first pushed by Sergio Marchionne and now Carlos Tavares."

Highly acclaimed campaigns under François' leadership include the Primetime Emmy Award-winning "Imported from Detroit" featuring Eminem, "Farmer" with radio's legendary Paul Harvey, Primetime Emmy Award-nominated "Halftime in America" with Clint Eastwood, Primetime Emmy Award-nominated "Groundhog Day" starring Bill Murray and "The Middle" featuring Bruce Springsteen.

The award comes as François relaunches the all-new, all-electric [Fiat 500e](#) into North America with the new campaign, "[Italy in America](#)" with Spike Lee and Giancarlo Esposito.

François' and Shaggy's full remarks can be viewed [here](#).

The [73rd annual event](#) was held at Cipriani Wall Street in New York City, witnessed by more than 750 leaders from across the advertising, marketing, media and tech industries.

The honor was [first announced](#) this past [November](#) during the closing bell ceremonies of the NY Stock Exchange.

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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