



Alexander Hughes

Head of European Markets

CA Auto Bank Country Manager UK & Ireland

Alexander Hughes is CA Auto Bank Country Manager for UK & Ireland, remaining in the same position he had held at FCA Automotive Services since September 2015. In July 2024, he also took on the role of Head of European Markets at CA Auto Bank, and has been Managing Director of Drivalia UK since July 2021.

After starting his professional career as a Remarketing Manager at Vauxhall, he joined Fiat Auto Financial Services in 2000 as a Product Development Manager. He held various marketing positions at the company, eventually becoming the brand's Marketing Director in the UK in 2004, a position he held until 2007.

He spent the next three years co-ordinating the markets at FCA Bank Group before returning to the UK as the Sales and Marketing Director, a position he held for the next five years.

Alexander Hughes was born in the UK, in 1976. He initially graduated from the University of Warwick and completed an MBA specialising in Strategic Marketing and International Sales Management.
