



Paolo Manfreddi

CEO, Drivalia

Paolo Manfreddi has been CEO of Drivalia since October 2022.

He began his career in 2002 as a Sales Specialist, before joining Fiat Groupe Automobiles in 2003, where he served in various positions such as Sales Manager, until he became Lancia Sales Director in 2012.

When FCA was established, he was appointed Owned Dealer Director and later as Rent a Car & Used Car Sales Manager for the EMEA Region.

In 2016 he joined the FCA Bank Group, acting first as Marketing and Business Development Director at Leasys, then in 2018, took on the role of Sales & Marketing Manager at FCA Bank Italia. From January 2021 to October 2022, he was CEO of Leasys Rent and Leasys New Mobility & Rent. Since April 2022, he has held the position of Head of European Markets & Business Development at FCA Bank.

Paolo Manfreddi was born in 1976 and holds a Master's degree in Management Engineering from the Polytechnic of Turin.
