

Renault reorganizes sales and marketing functions to focus on aftersales and distribution

02-Jan-2024 13:01 GMT

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Renault Group is reorganizing its Sales and Marketing functions to focus on two key areas: Aftersales, and also the distribution network and customers. As part of the move, the company has announced a number of new appointments in two Sales and Marketing departments, giving new emphasis to their strategic roles in steering and development.



Source: Getty

The new organization has been effective from Dec. 18, 2023. The company said its objective is to coordinate all the group's aftersales activities and deploy its distribution strategy across the network to drive the long-term performance and efficiency of the various distribution channels for each brand.

At the same time, Renault Retail Group (RRG), Renault Group's distribution subsidiary, is adopting a two-pronged organization following the departure of Philippe Buros, who leaves the group on Jan. 1, 2024, after three years as president and CEO of RRG and 38 years with Renault Group. Fabrice Cambolive becomes president of Renault Retail Group, as well as CEO of the Renault brand.

In 2021, Cambolive was appointed senior vice president of Sales and Operations for the Renault brand, in charge of deploying the Renault strategy across all markets, and transforming the brand's business model. In 2022, Cambolive was appointed COO for the Renault brand.

Significance: According to the company, François Delion, Global Aftersales director, and Sophie Guiot, Network and Customer director, will report to Xavier Martinet, who becomes senior vice president of Renault Group Commercial Services, alongside his role as senior vice president of Sales and Marketing for the Dacia brand.

Martinet, who began his career with Renault in 1997 in Hungary, became CEO of Renault Italy in 2018 before taking up the position of senior vice president, Global Marketing, of Renault Group in 2019. In 2021, he was appointed senior vice president of Sales and Marketing for the Dacia brand.

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