



## ASTON MARTIN

### **Laura Schwab – President, Aston Martin The Americas**

Laura Schwab has been President of Aston Martin The Americas since October 2015, and her role centers on promoting the world's most beautiful cars. She oversees sales, service, marketing and communications to Aston Martin's customers and dealers within North, Central and South America.

Schwab spent her undergraduate years on a full tennis scholarship, at Notre Dame University, followed by a degree from University of Kentucky Law School. To her parents' dismay, Schwab abandoned the idea practicing law, and began her career with a technology start-up company in Southern California. There, she embraced the fledgling days of the Internet, working on vehicle-configuration technology, long before it became ubiquitous.

Later, Schwab moved to Jaguar Land Rover, where she spent 15 years in a variety of operational, sales and marketing roles, working most recently as global Marketing Director, where she oversaw areas including marketing communications, experiential events, sponsorships, and corporate social responsibility.

During her tenure as head of Aston Martin The Americas, Schwab has embraced the notion of treating the brand like "a 105-year old startup." She helped launch the marque's first brand ambassador, New England Patriots' quarterback, Tom Brady, and has executed successful experiential marketing efforts, including Aston Martin's unconventionally inclusive 'Club 1913,' during Monterey Car Week.

Aston Martin's new product line debuts – the DB11 family, the new Vantage, and the DBS Superleggera – have helped increase global sales by 58%, the highest full-year sales volume in nine years, thanks in large part to the Americas region. In 2018, *Brand Finance*, the leading independent business valuation and strategy consultancy, named Aston Martin the world's fastest growing automotive brand. Its first SUV, the DBX, will be unveiled in late 2019. When she's not on a plane, Schwab is based at Aston Martin's regional headquarters in Irvine, California, where she's supported by team she deems the best in the business.