



AMPERE

FREDERICO FERRARINI IS APPOINTED AMPERE'S VP REVENUE MANAGEMENT & CUSTOMER EXPERIENCE

Boulogne-Billancourt, 30 September 2024 - Ampere announces the appointment of Federico Ferrarini, currently Executive Director of the CEO Office and Chief of Staff of Renault Group CEO Luca de Meo, as VP Revenue Management & Customer Experience at Ampere. Federico Ferrarini becomes a member of Ampere's Leadership Team and will report to Luca de Meo, CEO of Ampere. This appointment is effective as of 1 October 2024.

Federico Ferrarini succeeds Christian Stein who has been appointed Chief Communications Officer of Renault Group. Federico will be responsible for defining and implementing the product and customer experience strategy for all vehicles in the Ampere range, and ensuring revenue generation throughout the entire product lifecycle.

"I am very pleased to welcome Federico to Ampere's Leadership Team. He has a deep understanding of the transformation challenges in our industry that led to the creation of Ampere. His experience in digital and organizational transformation will be key to realizing Ampere's ambitions in Customer Experience, a major focus for electric vehicles. I would like to thank Christian for the work he has done over the past year on these topics: thanks to him, many initiatives have been launched, which Federico will be eager to develop and amplify," said Luca de Meo, CEO of Ampere.

Federico Ferrarini started his career in 2007 as a developer of embedded systems for the energy sector. He joined Renault Group in Brazil in 2010, in the Engineering Department, and then in 2014, he joined the IS/IT Department as coordinator of industrial information systems, responsible for implementing Digital Supply Chain technology projects. In January 2017, he was appointed as Leader of the first international hub for Renault Digital, setting up a fully-fledged digital development team in Renault Latin America. This team first success was an innovative e-commerce platform to support Renault Kwid launch in Brazil. In 2019, Federico joined the headquarters of Renault Group in Paris, where he held positions of growing responsibility in IS/IT, Customer Experience, and Strategy Departments. He especially oversaw the Digital Customer Experience strategy for the Dacia brand. While in the Strategy team, Federico was responsible for facilitating a transversal team that framed the projects that would later arise as Ampere, Horse and Flexis. Over the past three years, Federico Ferrarini was the Executive director of the CEO Office, and Chief of Staff to the Renault Group CEO Luca de Meo, working with him day-to-day and steering transversal projects.



About Ampere

Ampere is the first European intelligent EV pure player. Born from Renault Group, Ampere designs, develops, manufactures and markets full electric vehicles featuring cutting-edge software technology, accessible to all. The customer experience, as well as social and environmental impact, are embedded throughout the vehicle development process to ensure they align with the brand's commitment to its customers, the planet and those living on it. For more information, please visit ampere.cars or follow Ampere on [LinkedIn](#) et [X](#).

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