

**Laurent Dartoux**

Chief Executive Officer & President of Bridgestone in Europe, Russia, Middle East, India and Africa (EMIA)

Laurent Dartoux graduated from Audencia Nantes School of Management, one of the world's leading business schools, in 1986 with a Master's Degree in Marketing. From there, Laurent left his native France to continue his studies at The Ohio State University's Fisher College of Business, where he completed an MBA in International Business.

Upon leaving academia, Laurent entered his first role in the professional world in 1989 as Brand Manager at Procter and Gamble. Over a 21-year period, that would see him switch to

Reckitt Benckiser, and then technology company Eastman Kodak, Laurent would progress to eventually hold position as EMEA Vice-President of Entertainment Imaging.

In 2010, Laurent joined vehicle rental company Hertz; in doing so he began what would prove to be a highly successful period in the mobility sector. His role as Regional Vice-President for South Europe would soon encompass all of Europe, where he would oversee the business's transformation in the region.

Laurent arrived at Bridgestone Europe as Senior Vice-President of Sales and Marketing in 2014. The solid leadership and seniority he displayed in the role would soon see his influence spread, as he was made Board Chairman of Speedy, one of France's leading tyre and automotive service providers and then promoted to Chief Strategy and Marketing Officer (CSMO) of Bridgestone EMEA in 2017. In this role, he oversaw Brands Marketing, Corporate Communications, Solutions & Strategy, Merger & Acquisitions, and CSR. Notably, as CSMO, Laurent played a pivotal role in Bridgestone EMEA's acquisition of TomTom Telematics (now Webfleet Solutions).

In 2019, Laurent assumed the position of Chief Operating Officer of Bridgestone EMEA in concurrence with his CSMO role. The role saw him become responsible for Manufacturing Operations, Logistics & Supply Chain Management, and Procurement.

In January 2020, Laurent was promoted to Chief Executive Officer (CEO) and President of the newly formed Bridgestone EMIA region. His main responsibility as CEO is to accelerate Bridgestone's transformation into a leader in advanced mobility and sustainable solutions in EMIA. Laurent also serves as Vice President and Senior Officer of Bridgestone Corporation and is a member of Bridgestone's Global Executive Committee and Bridgestone EMIA's Board.