



Linda JACKSON
Brand Chief Executive
Officer
Peugeot

Linda Jackson was appointed Brand Chief Executive Officer of Peugeot and a member of Stellantis' Top Executive Team in January 2021.

From the United Kingdom to France, Linda Jackson has built her wide experience across the industry, notably with Finance and Commercial roles at Jaguar, Land Rover and Rover Group in which she went from Regional Financial Manager for Rover Europe in the late 90s to European Sales Finance Director for the MG Rover Group until the end of the year 2004, before joining Groupe PSA in 2005.

Linda's first role within Groupe PSA was as Finance Director of Citroën UK, and then of Citroën France, from 2009 to 2010. She became CEO of Citroën UK and Ireland in July 2010.

In 2014, Linda was appointed as the Global CEO of the Citroën brand and member of the PSA Global Executive Committee.

In her 6 years as Global CEO of Citroën, from 2014, Linda succeeded in repositioning the brand, increasing sales and transforming Citroën into one of the most respected brands.

In January 2020, Linda was appointed to head up Mainstream Brand Portfolio Development at Groupe PSA, to clarify and ensure the differentiation of brands within the mainstream product portfolio.

Linda Jackson graduated with an MBA from the University of Warwick and spent her entire career in the automotive industry.