

David Chaze

General Manager · Commercial Director · Business Development

FINANCIAL SERVICES · INSURANCE · AUTOMOTIVE

Madrid · dchaze76@gmail.com · linkedin.com/in/david-chaze · DavidChaze.com

Senior executive with over 20 years of international experience in financial services, insurance and automotive across Europe and Latin America. Specialist in commercial strategy, business development, operational optimisation and performance management. Proven track record in managing multi-brand portfolios and leading complex organisational and commercial transformations. Resilient and agile leader, fluent in four languages, with a strong customer focus and a proven ability to unite, influence and align teams in demanding matrix structures and multicultural environments.

EXPERIENCE

2022 – 2026 **Insurance & Marketing Director · Stellantis Financial Services España**

Madrid · Member of the Executive Committee · Reporting to the CEO · 26 staff · 13 Group brands

- Positioned SFS as **Spain's leading automotive finance provider**: over €1,000M in New Business, **+25 pts** B2C penetration, **+11 pts** renewal rate.
- Performance and pricing management, with **direct P&L responsibility**.
- Financing and insurance strategy and loyalty programmes for the **Group's 13 brands** (Peugeot, Citroën, Jeep, Fiat, Opel, Alfa Romeo, DS, Leapmotor, Maserati, Spoticar, etc.).

2020 – 2022 **General Manager · PSA Finance México**

Mexico City · Member of the Executive Committee · Reporting to the Global CEO

- **Wholesale and retail** financing, development of services and insurance.
- New commercial policy: **double-digit growth in operating income and New Business**, **+13 pts** penetration, **+12%** market share.
- Operational and financial reorganisation to optimise structure and costs.
- Led the subsidiary's **Share Purchase Agreement**, aligned with Stellantis Group strategy.

2017 – 2020 **Latin America Commercial Manager · PSA Group**

Rio de Janeiro · Reporting to the Latin America Sales & Marketing Director

- LATAM sales & marketing strategy for **Peugeot, Citroën, DS and Opel**.
- Optimisation of distribution costs and subsidiary operations in Brazil, Argentina, Chile and Mexico.
- Business Intelligence, team professionalisation and process standardisation.
- **+20%** commercial campaign efficiency amid successive crises (FX, logistics, COVID).

2013 – 2016 **Commercial Director · Peugeot México**

Mexico City · Member of the Executive Committee · 12 staff

- Designed and implemented a **new B2C/B2B commercial policy** and optimised distribution costs, increasing market share and strengthening the sustainability and profitability of the Brand and its dealer network.
- Professionalisation of sales teams, stronger processes and roll-out of quality standards.

2009 – 2012 **After-Sales Director · Peugeot México**

Mexico City · Member of the Executive Committee · 17 staff

- Development of the after-sales and spare parts business; technical and commercial support.
- Logistics and cost optimisation: import, warehousing and distribution of parts.
- Improved customer satisfaction: launch of the **"La Red Peugeot Cumple" Quality Programme**.

EDUCATION

Master's in International Trade & Management · Univ. Bordeaux IV

Master's Degree · ITESM Monterrey, Mexico

Master's in Marketing & International Trade · Univ. of Valencia

Bachelor's in Economics & Management · Univ. Clermont-Ferrand

Generative AI for Sales Professionals · LinkedIn Learning, 2026

LANGUAGES

French	Native
Spanish	Bilingual
English	Fluent
Portuguese	Fluent