

INEOS Automotive announces appointment of Mark Tennant as Commercial Director

A successful sales & marketing professional, Mark brings over 20 years' experience working with OEMs and international distributors to INEOS Automotive.

INEOS Automotive is delighted to announce Mark Tennant, the former Chief Executive of Guava International and former Marketing Director of Bentley Motors, as its new Commercial Director. Mark joins the company as it continues to build its senior team and he will take responsibility for the sales and marketing of the new vehicle, as well as building up the commercial division that will support the project.

In his previous position as CEO of Guava International, Mark was responsible for managing Jaguar Land Rover's business in over 60 developing markets across Sub-Saharan Africa, Eastern Europe, Central Asia and Asia Pacific. From 2009 to 2013 he was based in Asia as Vice-President of RMA Group, Guava's parent company, responsible for a broad portfolio of automotive businesses in Asia and beyond and working with OEMs including JLR, Ford, Daimler and TATA.

Mark joined RMA after 10 years with Bentley Motors in a number of senior sales & marketing roles, covering worldwide marketing, PR, product strategy and regional management.

Mark Tennant, Commercial Director of INEOS Automotive, said: "It was the Land Rover Defender that first brought me into the automotive industry some 25 years ago, so to be part of the INEOS team developing a spiritual successor to the Defender and its fellow 4x4 pioneers is a great opportunity. Exciting projects such as this do not come along every day and I am thrilled to be part of this new venture."

Dirk Heilmann, CEO of INEOS Automotive said: "We are delighted Mark has decided to join the business as he is an accomplished individual with a strong track record of automotive sales & marketing, for OEMs and international distribution businesses. This experience will be a huge asset to the Grenadier. Mark is the perfect fit for INEOS Automotive and I look forward to working with him to bring our truly uncompromising off-roader to market.

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