**Mark Tennant, Commercial Director, INEOS Automotive**

**Media Biog**

Mark Tennant is the Commercial Director for INEOS Automotive with responsibility for developing and implementing the brand, marketing, sales and distribution strategy for the business.

Mark joined INEOS Automotive in January 2018 and brought over 25 years of automotive industry experience to the company, having held a series of international commercial roles within OEMs and international distributor groups.

In his previous position as CEO of Guava International, Mark was responsible for managing the Jaguar Land Rover 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 following 10 years with Bentley Motors in a number of senior sales & marketing roles, covering global marketing, PR, product strategy and regional management.

Prior to Bentley, he worked for Rover International’s export distributor, selling Land Rovers – largely Defenders at the time – into African markets. With that symmetry, the opportunity to join INEOS Automotive to develop the Grenadier from scratch was an unmissable one for Mark.