



Alexander Hughes

Country Manager CA Auto Finance UK

Alexander Hughes is the Country Manager CA Auto Finance UK, confirming the same position he has held at FCA Automotive Services since September 2015.

He also serves as the Managing Director of Drivalia UK, a role he assumed in July 2021.

After starting his professional career as a Remarketing Manager at Vauxhall, he joined Fiat Auto Financial Services in 2000 as a Product Development Manager. He held various marketing positions at the company, eventually rising to become the Marketing Director of the brand in the UK in 2004, a position he held until 2007.

He spent the next three years coordinating the markets at FCA Bank Group before returning to the UK as the Sales and Marketing Director, a position he held for the next five years.

As a result of his achievements, he was nominated Managing Director of the UK market.

Alexander Hughes was born in the UK, in 1976. He holds a degree from the University of Warwick and earned an MBA with specialisations in Strategic Marketing and International Sales Management.
