



Marcella Merli

Country Manager CA Auto Bank Switzerland

Marcella Merli has been Country Manager of CA Auto Bank Switzerland since January 1, 2026, after holding the same position first in the Belgian market, then in the Dutch branch, and from October 2023 to December 2025 at CA Auto Bank Italy

Merli began her career in the financial services sector in 2002 at Targasys in Arese, working in the marketing department. The following year, she moved to Savarent, again in marketing, where she focused on long-term rental activities. In 2006, she was appointed Marketing Manager at Savarent.

In 2009, she joined FCA Bank, where she held positions of increasing responsibility before becoming Group Brand Manager for Jaguar & Land Rover in 2011. From May 2016 to July 2020, she served as Group Head of Sales and Marketing, after which she was appointed Country Manager of the Belgian branch of FCA Bank.

In January 2021, responsibility for the Belgian branch of Leasys was added to her role. In August 2022, while continuing to oversee Belgium, she also became Country Manager of the Dutch branch of FCA Bank. From October 2023 to December 2025, she was Country Manager of CA Auto Bank Italy.

Marcella Merli holds a degree in Economics and Business and a Master of Business Administration from the University of Economics in Turin.
