



Martin Persson

Head of Lynk & Co Europe
at Volvo Cars

Martin Persson is Head of Lynk & Co Europe within Volvo Cars' commercial organization, leading the next phase of Lynk & Co's growth and development across the region. With more than 25 years of international automotive leadership experience, he has built a strong reputation for driving business transformations, delivering commercial results, and leading complex organizations across Europe and Asia. His career spans some of the automotive industry's most dynamic and competitive markets, where he has consistently led change and business growth at scale.

In this role, he leads the Lynk & Co business in Europe, overseeing the brand's operations, growth, and business performance across the region as it enters its next phase of development.

Before taking responsibility for Lynk & Co Europe, Martin served as Managing Director of Volvo Car Norway, one of Volvo Cars' strongest and most advanced markets globally. Prior to that, he held a number of senior leadership positions across the Volvo Cars organization, including Head of the APEC Region, Managing Director of Volvo Car China, Managing Director of Volvo Car Japan, President of Volvo Car Russia and Vice President Global Customer Service.

Having lived and worked extensively across Europe and Asia, Martin is recognized for his ability to lead organizations through change, build high-performing teams, and navigate complex international business environments. His leadership combines a strong commercial mindset with a deep understanding of customers, retail operations, and sustainable business growth.

Martin holds a Master of Science in Industrial Engineering and Management from Linköping University, with a specialization in Japanese studies, and completed exchange studies in Business Administration at Meiji University in Tokyo.