

August 27 2026, 16:14 (CEST)

Massimiliano Carli

Chief Executive Officer, smart Italy



Massimiliano Carli is the Chief Executive Officer of smart Italia S.r.l. as of September 1, 2026. In his position, he is responsible for leading the Italian business of smart, with the aim of driving the brand's strategic growth and further strengthening its market position.

Massimiliano has been working in the automotive industry since 1997 and brings extensive knowledge of both smart and Mercedes-Benz in Italy.

From 2007 to 2017, he served as smart Sales Director in Rome, before taking on the role of Mercedes-Benz Passenger Cars Sales Director, a position he held until 2024. Over the past two and a half years before taking over the role as CEO of smart Italy, Massimiliano served as Head of Branch Rome Salaria at Autotorino, one of the largest automotive dealer groups in Italy.

With his extensive management experience and deep knowledge of both the brand and the Italian market, Massimiliano Carli will lead smart Italia into its next phase of development and growth.

Contact details

Matthias Reintgen

Manager Communications; Spokesperson
smart Europe

Topics: Corporate, R&D, Business
Partnerships, Product and Technology,
smart #2
eu.communications@smart.com

Lisa Trittler

Senior Expert Editorial & Communications

Topics: Business Partnerships, Integrated
Communications & Editorial Topics
eu.communications@smart.com

Theresa Koch

Senior Specialist Product Media Relations

Topics: CSR, Design, smart #1, smart #3,
smart #5
eu.communications@smart.com

Copy link

<https://media.smart.com/en-CEU/269775-massimiliano-carli/>