

Luca Sra

President, Truck Business Unit

With almost 25 years of experience, Luca Sra has worked in different business roles in Italy, the UK, Turkey, Africa, and the Middle East and in leading corporate positions in the areas of Sales & Marketing, Customer Service, and Business Development. He holds a Bachelor's and a Master's degree in Economics from the University of Turin, Italy.

Mr Sra joined IVECO in 1997, assuming various positions in Sales and Marketing, After Sales & Business Development throughout the years. In 2005 he moved to Istanbul as Head of Marketing & Network and he was appointed Sales Director for the Italian market in 2008. In 2011 he became Managing Director Iveco Ltd. for the UK and Ireland.

Following the merge with CNH Industrial, he was named Head of Africa & Middle East Region for IVECO and Chief Executive Officer for ASTRA.

In 2016 he took on the role of Vice President Sales & After Sales EMEA at Thermo King, a global leader in transport refrigeration and heating for trailers, trucks, and buses.

In 2019 he returned to CHN Industrial as the global Head of Aftermarket Solutions for Commercial and Specialty Vehicles and in 2020 he was named Chief Operating Officer for the IVECO Truck Business Unit.

At Iveco Group, Luca Sra is currently President of the Truck Business Unit.