

Sylvain Blaise

President, Powertrain Business Unit

Sylvain Blaise has over 20 years of experience within CNH Industrial, having worked in various segments, such as Agriculture and Commercial Vehicles, and in different locations across Europe and North America.

Mr Blaise holds a Master's degree in Agronomy with a specialisation in agriculture equipment from Agrosup Dijon, a post-graduate diploma from the Institut Supérieur Européen des Agroéquipements, and an MBA from INSEAD.

He began working at CNH Industrial in 2002 in Product Marketing for the Agriculture brands, based in the UK. In 2006 he was named Marketing Director Europe for Case IH and STEYR in St Valentin, Austria, and in 2011 he was appointed Vice President of Global Tractor Marketing for Case IH in Racine, USA.

In 2014 Sylvain Blaise became the Brand President of IVECO BUS and in 2019 he was appointed Head of CNH Industrial's entire Bus Business Unit.

Since October 2021 Mr Blaise has held the role of President of the Powertrain Business Unit for Iveco Group.