



## **Douglas Arrighi Pereira appointed Chief of People, Culture and Organization at Automobili Lamborghini**

***With extensive experience in Human Resources, he will lead a key function in the company's strategy supporting a people-centric approach***

*Sant'Agata Bolognese, 27 February 2026* – Automobili Lamborghini announces the appointment of Douglas Arrighi Pereira as Chief People, Culture and Organization Officer. Arrighi Pereira takes on the role following the departure of Umberto Tossini, who, after a long and successful career, has left the company to pursue new professional challenges.

With over 20 years of experience in strategic Human Resources roles and 30 years in the automotive industry, Arrighi Pereira joins Automobili Lamborghini to make a significant contribution to development of its organizational culture, enhancement of its human capital, and transformation of the organization for the future. In his new role, he will lead a core field in the company's strategy, where people are the essential drivers of innovation, growth and long-term success.

Born in São Paulo, Brazil, Arrighi Pereira holds a degree in Business Administration from FEI University and an MBA from Fundação Getulio Vargas (FGV). He has also completed several executive education programs, including Disruptive Innovation at Harvard Business School and Leadership Coaching at IESE. His career began at Volkswagen Brazil, where he held roles of increasing responsibility in Human Resources. After serving as Head of HR at Renault and Nissan in Brazil, in 2021 he returned to Volkswagen as Board Member and Vice President of Human Resources for the South America Region, and also Chairman of the Volkswagen Group Foundation.

Arrighi Pereira's appointment comes to reinforce the company emphasis in people and culture, further underscored by Automobili Lamborghini's recent recognition as a Top Employer Italy for the thirteenth consecutive year. This achievement reflects its human-centric purpose, integrating talent, inclusion, sustainability and continuous transformation for the future.

Automobili Lamborghini welcomes Douglas Arrighi Pereira to the team and wishes him continued success in his new role.



## Informazioni per i media

Foto e video: [media.lamborghini.com](https://media.lamborghini.com)

Informazioni su Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



### Automobili Lamborghini S.p.A.

#### Headquarters

Director of Communication  
Tim Bravo  
T +39 051 9597611  
[tim.bravo@lamborghini.com](mailto:tim.bravo@lamborghini.com)

Brand & Corporate Communication  
Camilla Manzotti  
T +39 360 1077907  
[camilla.manzotti@lamborghini.com](mailto:camilla.manzotti@lamborghini.com)

Product & Motorsport Communication  
Francesco Colla  
T +39 348 8629861  
[francesco.colla@lamborghini.com](mailto:francesco.colla@lamborghini.com)

Social Media & Digital Communication  
Chiara Busolo  
T +39 340 0791871  
[chiara.busolo@lamborghini.com](mailto:chiara.busolo@lamborghini.com)

Motorsport Communication  
Giovanni Zini  
T +39 342 1318474  
[giovanni.zini@lamborghini.com](mailto:giovanni.zini@lamborghini.com)

Heritage Communication  
Enrico Pavesi  
T +39 345 6749362  
[extern.enrico.pavesi@lamborghini.com](mailto:extern.enrico.pavesi@lamborghini.com)

---

#### Regional Offices

North & South America  
Jory Wood Syed  
T +1 332 220 5217  
[jory.syed@lamborghini.us](mailto:jory.syed@lamborghini.us)

Europe, Middle East & Africa  
Liliya Dovbenchuk  
T +39 349 756 2077  
[liliya.dovbenchuk@lamborghini.com](mailto:liliya.dovbenchuk@lamborghini.com)

Asia Pacific  
Tricia Tan  
T +65 9073 3031  
[tricia.tan@lamborghini.com](mailto:tricia.tan@lamborghini.com)