



**Mr. Roland Bouchara**  
**Senior Vice President Sales & Marketing, Citroën India**

*Mr. Roland Bouchara holds a Master in Finance & Economy from the University of Aix en Provence.*

*After beginning his international career with Ernst & Whinney in Paris, Roland spent three years with The Gillette company based in Boston working in financial audit.*

*He joined Renault in 1989, after several positions including Managing Director UK, Roland was appointed Head of Europe countries (Germany, UK, Italy & Spain). In 2012, Roland moved to Hong Kong for leading Asia Pacific business operations.*

*In 2017, Roland joined PSA as SVP Sales & Marketing India.*