

Franco Bay
Communication Director

Franco Bay was born on June 29th, 1967 in Turin. He got a degree in Political Sciences by the University of Turin.

From 1989 to 2000 he worked in different Communication and Public Relations departments in Fiat and Fiat Auto.

In 2000 he joined Italdesign as Press Officer; in 2007 he was called to manage the Brand Strategy and Communication Department of the newly born FPT - Fiat Powertrain Technologies.

From end of 2008 to 2009, after the Fiat Group spin-off, he moved to automotive sector company Fiat Powertrain as Communication & Marketing Director.

In 2009 he joined Maserati S.p.A. as Global Chief Press Officer.

In 2014 he was called back by Italdesign as Communication Director.