

Massimo Frascella

Chief Creative Officer

Massimo Frascella was born in 1971 in Massa in Tuscany, Italy. His journey into automotive design began at the Istituto d'Arte Applicata e Design in Turin, where he developed his talent and passion for the field. After graduating, he started his professional career at Stile Bertone, the legendary Italian design studio renowned for shaping some of the most iconic concept cars and production vehicles in automotive history. During this formative period, Frascella honed the fundamental skills and craftsmanship of automotive design.

He later joined Ford Motor Company in the United Kingdom, expanding his experience in a global automotive group. Driven by a desire for new challenges, his career then took him to the United States, where he worked first for Lincoln/Mercury and subsequently for Kia in California.

In 2011, Frascella joined Jaguar Land Rover, where he held various leading positions, most recently as Head of Design for the two historic brands. He was responsible for shaping the new design of the iconic Land Rover Defender as well as the latest generations of the Range Rover and Range Rover Sport.

On June 1, 2024, Massimo Frascella was appointed Chief Creative Officer of AUDI AG. In this role, he is responsible for the design of every customer touchpoint with the Audi brand – including Formula 1. He oversees all key design areas, including Design Product Experience, Design Brand Experience, Design Digital Experience, and Design Materiality Experience, as well as Design Strategy and Design Business & Operations.

In September 2025, Frascella introduced Audi's new design philosophy, "The Radical Next," based on four design principles: clarity, technicality, intelligence, and emotion. First manifested through the Audi Concept C, these principles will underpin the future brand expression – both within and beyond the product. Under Frascella's leadership, Audi Design drives internal transformation and creates cultural impact beyond the automotive world, positioning design as a strategic force guiding the company's evolution into a truly design-driven organization.