

JASON CASTRIOTA BIO

As a visionary automotive designer, strategist, innovator and disruptor, recognized by Fast Company as one of the *'World's most creative people in business,'* Jason has spent the last 20 years shaping the trajectory for many of the world's greatest automotive brands. From designing for Italian icons Ferrari & Maserati, to helping the Ford Motor Company transition to an electric future, Jason's vehicle designs and product strategies continue to garner numerous patents and awards.

Born and raised in the New York Metropolitan area, Jason dreamt of designing Ferraris for the famed Torinese design house Pininfarina from the age of five. Recognizing his unique talents, his father Dominic, an Italian native, and his mother Linda, fueled his passion by enrolling him in extracurricular art & science classes, and dedicating countless weekends travelling to auto events and visiting local Ferrari dealers. After completing a BS in Mass Communication from Emerson College, Jason returned his focus on design, landing a scholarship to attend the Art Center College of Design in Pasadena, the world's preeminent automotive design school.

Jason's lifelong pursuit paid off, and twenty years after he first sketched a Ferrari, he was awarded a highly coveted three-month internship at Pininfarina. Jason's creativity and vision greatly impressed Pininfarina's Management, and two months into his internship he was offered a full-time position as a junior designer. Jason made the fateful decision to leave Art Center to realize his lifelong dream. With his talent and dedication quickly bounding him through the ranks, he rose to become the company's youngest Chief Designer, entrusted with the responsibility of leading Pininfarina's design proposals for the famed Ferrari and Maserati brands. As Chief Designer, Jason was responsible for penning the designs of several iconic and award-winning cars including: the Ferrari 599 GTB Fiorano, the Ferrari P4/5, and the Maserati Birdcage 75th Concept. One of his greatest works is the timeless Maserati Gran Turismo, which firmly reestablished the marque's status as one of the most desirable and aspirational to grace the road.

In late 2009, Jason was compelled to return to the US after he unexpectedly lost his father. With a silent auto industry presence in New York, Jason embraced his late father's advice to seize control of his own destiny and formed his own design brand consultancy, Jason Castriota Design LLC. 'JCD' quickly amassed several important projects ranging from confidential assignments for iconic European sports car brands, commissions from premium brands Lincoln & Acura, as well as continuing as a consultant for Pininfarina. Along the way, Jason also led the design and aerodynamic development of the SSC Tuatara, a boutique Hypercar made in Washington State with ambitions of becoming the fastest car in the world. Designed between 2010 and 2014, the Tuatara entered production in 2020 and is the fastest vehicle available for purchase today, having achieved a verified two-way average of 282mph in November 2021, and a verified top speed of 295mph, achieved in May of 2022.

In 2014, Ford's then VP of Design, Moray Callum sought out Jason to bring his entrepreneurial lens to Ford and build the design department's credibility within the greater organization. While leading Ford's Advanced Strategic Design efforts at the Product Development Center in Dearborn, Michigan, Jason was tasked with creating and implementing a more agile design process to accelerate product development, as well as refocusing product and service strategies to attract next generation consumers. Recognizing his unique aptitude, Ford's C-Suite sponsored Jason's MBA studies at the University of Michigan's Ross School of Business and promoted Jason into a key strategy role on Ford's dedicated Electrified Vehicle team - Team Edison. One of four Global Directors responsible for Ford's overarching EV strategy, Jason was responsible for directing EV Global Brand Strategy for all major markets: NA/EU/CH. His latest project, the Mustang Mach-E has won over 30 press awards in the US alone and has been one of the fastest selling and highly praised EVs on the market today.

Jason is the founder of a new disruptive venture in the automotive technology space soon to break ground.