



Zabih Aria

16/07/2019 All information about the Vice President of Strategy and Digital Businesses for Porsche Cars North America can be found [here](#).

Zabih Aria is the Vice President of Strategy and Digital Businesses for Porsche Cars North America, Inc. (PCNA), headquartered in Atlanta, Georgia. Aria oversees corporate strategy and digital businesses, including strategic business development and product management responsibility for customer digital platforms and in-car digital services.

Aria began his career at Porsche in 2010, supporting new and used car business operations. Over the course of his career, he's held various roles, including market development manager, responsible for driving future strategy, and Manager of Mobility Services, where he led the launch of Porsche's first vehicle subscription and rental service, Porsche Drive. He most recently served as Director of Strategy and Digital Business. Aria joined the Executive Committee in January 2024.

Aria holds a Bachelor of Arts in Economics and German from Emory University in Atlanta.

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