

EXECUTIVE PROFILE



Laura Soave Chief Brand Officer

Laura Soave, an award-winning marketing, communications and brand development executive for several global businesses, was appointed chief brand officer of CrossCountry Mortgage in April 2021.

A native of Detroit, Soave most recently was executive vice president, marketing and merchandising, for Icahn Automotive Group, where she directed the repositioning of the iconic Pep Boys brand and oversaw marketing activities for the company's Auto Plus, Precision Tune Auto Care and AAMCO Total Auto Care businesses. She previously had been senior vice president and chief marketing and communications officer for Federal-Mogul Corporation, Southfield, Mich., one of the world's premier manufacturers of vehicle components.

Soave began her career in 1997 with Ford Motor Company, where she directed development of the corporate brand platform and repositioning of the Mercury brand. In 2006, she was appointed general manager of marketing for Volkswagen of America, and in 2010 was selected by Sergio Marchionne, CEO of Chrysler Group, LLC, to be vice president and CEO of the FIAT brand, North America.

Soave earned a bachelor of business administration degree from Walsh College, Troy, Mich., and an MBA from University of Detroit Mercy.

She serves on the corporate board of K&N Engineering, a global manufacturer of automotive performance filtration products and also is a member of the Walsh College Foundation Board of Directors.