

LATOUR CAPITAL

OPERATIONAL EQUITY

December 8th, 2025

Latour Capital strengthens its teams with the arrival of Maxime Picat as Senior Partner



Latour Capital is pleased to announce the arrival of Maxime Picat as Senior Partner for Latour Capital IV and Latour Small I funds. With 27 years of experience in the automotive industry, Maxime brings unique expertise in international operations, industrial transformations, profitable growth, and strategic development—skills that lie at the heart of Latour Capital's DNA.

A graduate of the École des Mines de Paris, Maxime began his career in 1998 within the **PSA group**, where he successively held production management roles in Mulhouse and then Sochaux. In 2008, he became CEO of **DPCA**, PSA's joint venture in China. Over five years, he tripled volumes to reach 450,000 vehicles annually and significantly improved profitability. In 2012, Maxime Picat was appointed CEO of the **Peugeot** brand, where he led a major product and strategic repositioning, notably marked by the success of the 3008 and 5008 models. He implemented a pricing strategy that repositioned Peugeot among the best European generalist brands. In 2016, he became **Chief Operating Officer Europe** at **PSA**, and in 2021 at **Stellantis**. He then led the operational merger of European organizations to build a high-performing entity, reaching up to 21% market share and 11% operating margin. In 2022, he took over as **Stellantis' Global Chief Purchasing Officer**, overseeing more than €130 billion in annual purchasing and implementing global strategies for resilience, competitiveness, and supply-chain security across a highly diversified supplier base—including electronics, chemicals, electrification, software, logistics, media, and more.

Throughout his career, Maxime Picat has developed solid experience in multicultural management, international growth, post-merger integration, and transformation of complex business models.

About Latour Capital

Latour Capital is an independent French management company with an entrepreneurial culture and strong operational expertise. With more than €5 billion under management, Latour Capital primarily invests in companies with high growth potential in France and Europe.