John Cappella

16/07/2019 All information about the Executive Vice President and Chief Operating Officer for Porsche Cars North America, Inc. can be found here.

John Cappella is Executive Vice President and Chief Operating Officer for Porsche Cars North America, Inc. (PCNA), headquartered in Atlanta. PCNA is the exclusive U.S. importer of the Porsche 911; Macan and Cayenne; Panamera; and Taycan.

As Executive Vice President and Chief Operating Officer, Cappella is responsible for sales, dealer network development and field operations in the United States.

Cappella came to his current role in July 2024 from Porsche Cars Canada, where he served as President and CEO for nearly two years following a period of three years as Vice President, Area East, for PCNA. He joined the brand in 2011 as Director of Network Development at Porsche Cars Canada, Ltd. and then became Managing Director of Porsche Centre North Toronto in 2016.

Cappella's automotive career started in 1999 with BMW Group Canada where he advanced through analyst, marketing and communications positions to become Regional Manager of the Central Region,

and then Director for MINI before joining Porsche.

Cappella holds a Bachelor of Business Administration and a Master of Business Administration degree from York University. He also studied Automotive Dealership Management at the Automotive Business School of Canada.

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