Peter Smith
Vice President of Global Franchising
Enterprise Holdings

Peter Smith, vice president of global franchising for Enterprise Holdings, oversees the company’s worldwide franchise operations and expansion efforts. He also is a member of Enterprise Holdings’ Chairman’s Task Force on Sustainability.

Enterprise Holdings – which owns the Enterprise Rent-A-Car, Alamo Rent A Car, and National Car Rental brands – operates an international network of nearly 9,000 fully staffed neighborhood and airport locations in more than 70 countries. The company and its affiliate Enterprise Fleet Management together offer a total transportation solution, accounting for more than 1.7 million vehicles throughout the world. Combined, these businesses – which also include Car Sales, Truck Rental, CarShare, Rideshare vanpooling, Zimride, Exotic Car Collection and Motorcycle Rental – accounted for $19.4 billion in revenue in fiscal year 2015. Enterprise Holdings’ worldwide revenues place the company near the top of the global travel industry, exceeding many airlines and most cruise lines, hotels, tour operators and online travel agencies.

Smith joined Enterprise in 2004 as corporate counsel. In 2007, he was appointed vice president of legal affairs, acting as lead counsel for the National and Alamo brands, a role he served until assuming his current position in 2012. Smith has aided Enterprise’s growth strategy with recent expansion efforts in China, South America and Europe.

Before joining Enterprise, Smith practiced corporate and international law in private practice. He holds a bachelor’s degree in English from Duke University and a J.D. from the University of Richmond.

Smith and his wife, Stacey, live in St. Louis with their three children.

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