

**Mario Di Maria**

Graduated in Political Science, Mr. Di Maria began his professional career in 1994 with Nissan Italy holding several roles in Marketing, Sales Planning and Sales Departments.

In 1998 he joined BMW Italy, developing further significant experience in commercial area as Zone Manager first and then as Field Operating Manager.

He joined Fiat Group in 2002 where he held various positions with increasing responsibilities as Country Manager UK for Alfa Romeo brand, Europe Regional Director and Project Leader for China and US markets. In 2007 he joined Piaggio Group filling several positions with increasing responsibilities both in the 2 Wheelers and in the 3 – 4 Wheelers. From 2009 to 2013 he was Executive Vice President Sales & Marketing Piaggio Asia Pacific 2 Wheeler. In 2013 he was Executive Vice President Sales of API – IP till July 2014 when he rejoined Piaggio Group as Chairman and CEO Piaggio Group Americas.

Since December 2021 he has been appointed as Head of 2 Wheeler Italy, EMEA and America Market.