

GIANLUCA FIUME

Graduated in Economics, he began his professional career in 1993 at Multigram Srl, european television player, taking care of trading promotion of television programs and advertising, in particular among the East-Europe countries.

In 1995 he joined Benetton Group gaining significant experiences in sales area as Area Manager Middle East and Africa.

In 2005 he joined Beretta Company where he held various positions with increasing responsibilities like Export Manager, VP Civil Sales and Civil Sales Director.

In 2008 he joined Piaggio Group as Head of 2W Domestic Europe.

In October 2014 he was appointed Head of 2W Domestic Europe, Emerging Markets and Importers.

Starting from April 2017 he has been appointed Head of Asia Pacific 2W and of China.