

Daniele Pinna, graduated in Business Administration at L.Bocconi University, began his professional career in marketing and commercial area of international Groups of food & beverage and automotive business, including Pernod Ricard, Nestlè and Fiamm. In 2007 he joined Fiat Group working in aftersales area until becoming in 2012 Head of Marketing EMEA of Mopar Parts & Service after an experience in Amplifon as Italy Marketing & Product Director.

From 2014 he joined Piaggio Group as Head of Retail Strategy & Accessories.

In June 2017 he is appointed Head of Business Unit Aftersales.