

DAVIDE ZANOLINI

Graduated in Business Administration & Management at Bocconi University in 1993, he attended a Master in Digital Marketing at Harvard Business School. His professional career began in 1995 in the Marketing Department of the Pernod Ricard Group in Milan as Brand Manager. In 1998 he joined Perfetti Van Melle as Group Brand Manager and he continued with increasing responsibility such as Sales and Marketing Director in Brazil from 2002 to 2007 and Global Marketing Director from 2007 to 2012. From 2012 to 2013 he was in Pirelli as Vice President Global Marketing. He joined Piaggio Group in November 2013 as Executive Vice President Marketing and Communication.