



## **ROBERTO RIGHI**

### **Executive Vice President Commercial Replacement, Moto & Velo and Region Emea**



Born in 1965.

Graduated cum laude in Business Administration from the Università Commerciale Luigi Bocconi in 1991

He began his professional career at Antera Wheels where, over the course of about ten years, he developed his skills in Sales & Marketing, becoming the Commercial Director

In May 2003, he joined Pirelli and was appointed Managing Director of the Japanese subsidiary.

At the end of 2006, after a brief period in the Italian market as Head of Marketing, he became responsible for Australia and New Zealand as Managing Director.

From 2009 to 2014, he worked within Ducati Motor Holding, initially covering the role of Head of Sales Export, and later as Global Sales Director.

In October 2014, he rejoined Pirelli as Chief Commercial Officer Region Europe, and CEO Italy.

In 2016 he was first appointed Chief Operating Officer Region Europe and later Chief Commercial Officer and CEO Europe.

In April 2017 was appointed Executive Vice President and Chief Commercial Officer.

From May 2018 to January 2019 he hold the roles of Executive Vice President Commercial Replacement, Moto, Velo & Customer Racing and Region Europe.

Since February 2019 he is Executive Vice President Commercial Replacement, Moto & Velo and of the new established Region Emea.