



ALESSANDRO BONACINA
Chief Marketing Officer

Degree in Business Economics from the Bocconi University of Milan
Alessandro started his career in Vodafone Italy in 2002 as Direct Marketing Responsible, before moving to Sky Italy in 2006 to take on the role of Head of Sales and Marketing of the newborn VAS division. After this experience, he joined McKinsey & Company in 2008 to be appointed EMEA Junior Engagement Manager. In 2010 he went back to Vodafone Italy firstly as Mobile Broadband Manager and then covering roles of increasing responsibility up to his latest appointment as Head of Marketing Mass. He joined the Amplifon Group in February 2015 as Marketing and Product Director Amplifon Italy before being appointed Chief Marketing Officer in February 2017.