



MARC LUNDEBERG

Executive Vice President Americas

Master of Science in International Business from the University of Lund, Sweden and St.Gallen, Switzerland.

Marc developed his career over more than 21 years in British American Tobacco (BAT) in 3 different continents. He joined BAT in 1994 as Marketing Manager in Germany and grew in marketing and sales leadership roles across Europe. In 2006, he was appointed CEO Central America and Caribbean and in 2010 he took, for 3 years, the position of Director of Marketing and Sales for Asia Pacific. In 2012, he became CEO and President of BAT Italy, position that he held until 2015 when he moved to the US to start a family owned business. He joined the Amplifon Group in May 2017 as Executive Vice President Americas.