

ALESSANDRO BONACINA

CHIEF RETAIL OFFICER

Alessandro graduated in business administration from Bocconi University in Milan. He started his career at Vodafone Italia in 2002 as Direct Marketing Manager, before moving to Sky Italia in 2006 in the position of Sales & Marketing Manager of the new VAS division. He then joined McKinsey & Company in 2008, where he was appointed Junior Engagement Manager EMEA.

In 2010 he returned to Vodafone initially as Mobile Broadband Manager and then took on positions with increasing responsibility until being promoted to Head of Mass Marketing.

Alessandro joined Amplifon in February 2015 as Marketing and Product Director for Amplifon Italia before taking on the role of Chief Marketing Officer in February 2017 and becoming Chief Retail Officer in 2020.