

## SALVATORE RICCO

### CHIEF COMMUNICATION OFFICER

Salvatore graduated in Political Science at the University of Bari and holds a Master's Degree in Diplomacy from the University of Padua.

He started his career at Il Sole 24 Ore Group and at the European Parliament, subsequently joining the PR agency Ketchum and the IT company SIA. In 2004, he moved to Pirelli, as Head of the Corporate and Digital press office.

From 2009 to 2017, Salvatore was the Director of Communication at CIR-Compagnie Industriali Riunite, a listed conglomerate with activities in energy, auto parts, and healthcare.

In 2017 he joined Snam as SVP Communications and Marketing. Within the Snam Group, he was also CEO of Arbolia, a tree planting start-up created in 2020.

In October 2022, he joined Amplifon as Chief Communication Officer.