

# GIUSEPPE VIRONDA

## CHIEF MARKETING OFFICER

Giuseppe holds a Master of Science in Industrial Engineering from Polytechnic of Turin and an MBA from SDA Bocconi.

He started his career in Roland Berger, before moving to the London HQ of Google as EMEA Sales Strategy & Operations Manager and later EMEA Business Development Manager for indirect channels.

In 2009 he joined Vodafone Italy covering, among the others, the roles of Chief Digital Officer, Home mobile Founder and Managing Director and Consumer Marketing Director.

In 2018 he moved to Credimi as COO – Marketing, Product and Operations Director.

Giuseppe joined Amplifon as Chief Marketing Officer in 2020.