

ALESSANDRO BONACINA

CHIEF MARKETING, TECHNOLOGY AND INNOVATION OFFICER

Alessandro graduated in Business Administration from Bocconi University in Milan.

He started his career at Vodafone-Omnitel Italia in 2001, covering various roles in Data Analytics, CRM, and Marketing, before moving to Sky Italia in 2006 as Sales & Marketing Manager of the new VAS division. He then joined McKinsey & Company in 2008, working on projects mainly in the Middle East and Africa, 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 in Sales and Marketing 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 then becoming Executive Vice President of the Americas Region in 2020. In 2024, he has become Chief Marketing, Technology and Innovation Officer.