

FEDERICO BARDELLI

CHIEF RETAIL EXCELLENCE OFFICER

Federico graduated in Business & Administration at Bocconi University of Milan.

He developed an international career in Kraft Foods - later Mondelēz International - that he joined in 1996 first in the marketing department where, in charge of iconic brands such as Philadelphia, Sottilette, Caffè Hag, Milka and Toblerone, he covered different roles with growing responsibilities.

In 2006 he moved to the HQ in Zurich as Category Director Southern Europe, being in charge of different categories. In 2014 he took on the role of Managing Director Greece and Cyprus.

In March 2016 he joined the Amplifon Group as General Manager Italy to be then appointed Chief Retail Excellence Officer in January 2021.