



**Paolo Ferrari**  
**Senior Vice President and Executive Officer of**  
**Bridgestone Corporation;**  
**CEO and President, concurrently Chief Operating**  
**Officer of Bridgestone Europe NV/SA;**  
**Chairman of Bridgestone Americas, Inc.**

Paolo Ferrari began his career in sales management at luxury brand Zegna in New York in 1994, rapidly gaining experience in sales, marketing and project management. Over the following years, he built his expertise in finance, general management and technology, first at Credit Suisse First Boston in London and then at Kataweb, the Internet company of Gruppo L'Espresso. From 2002 to 2011, he took on a series of CEO roles within Telecom Italia Group in Italy, Germany and France and managed assets in Latin

America and Southeast Asia. His business development acumen brought the Group key strategic gains through skilful turnaround of key enterprises.

As a result of his global exposure, multi-industry business development expertise and deep understanding of the American market, Mr Ferrari was appointed Chairman and CEO of Pirelli North America in January of 2012 and later CEO of Pirelli Latin America. In the following 6 years he built his expertise in tyres and automotive. At Pirelli, he successfully achieved double-digit profitable growth and market leadership for premium tyres in key markets through product innovation, distribution expansion and investments in manufacturing.

In 2016, he joined Bridgestone Europe and is now CEO and President of Bridgestone EMEA, dedicated to ensuring growth in the region by providing original equipment manufacturers and end-users with premium tyres and mobility solutions. He focuses on R&D investment, product development, distribution expansion and digital mobility solutions while putting the customer at the centre of his strategy.

Paolo obtained a Bachelor of Business & Economics from the Milan Bocconi University and an MBA from the New York University Stern School of Business.

Paolo Ferrari is married to Cristina and together they have four children. He is fluent in Italian, English and French and is passionate about sports, travel and global politics.