MARCO AIROLDI

Benetton Group Chief Executive Officer and Managing Director

Marco Airoldi, Chief Executive Officer and Managing Director of Benetton Group as of May 2014, acquired extensive experience at the Boston Consulting Group (BCG), where he served extensively as Senior Partner and Managing Director.

Born on 23 January 1960, Airoldi holds a degree in Engineering from Politecnico di Milano and a Master in Business Administration from SDA Bocconi.

From 1989 – 1995 Airoldi served as a BCG Project Leader for Italian and international companies, working on projects with extensive international scope, especially in France and Spain.



In 1996, he became Chief Operating Officer for Italy of Autogrill SpA. In 1998 he was appointed Managing Director of the company.

In 2003 Airoldi returned to BCG where he served – and continues to serve – as a reference point for Benetton Group. He also continues to distinguish himself in his leadership of numerous projects for national and international companies while serving in his position as Responsible for the Consumer & Retail Practice for Italy, Greece and Turkey. He also serves as a Senior Component of the European Consumer Practice and Global Leader in other sectors.

Airoldi is married with two children.