



## **ANDREA ZAPPIA**

### **Independent Director**

Born in 1963.

Andrea Zappia holds a degree in Business and Economics.

He was appointed as Chief Executive Officer, Sky Italia in August 2011.

In March 2016 he also took responsibility for Sports across the Group, leading the overall development of Sky's sports business, including pursuing opportunities and supporting sports businesses in each market.

Immediately prior to his appointment as Sky Italia CEO, he was Managing Director of the Customer Group at BSkyB from February 2010, overseeing the UK sales, marketing and customer operations teams, managing customer acquisition and retention across BSkyB's range of pay-television, broadband and telephony products.

Andrea joined Sky Italia in 2003, as Vice President Marketing, Promotion & Business Development before taking up the role of Vice President Sport Channels.

Before joining Sky Italia, Andrea held senior group roles at Fila, Ferrari and Maserati. Andrea started his career in the multinational company Procter & Gamble where he worked as European Group Marketing Manager.

He is a member of the Executive Committee of Assolombarda, for Media and Communications, and he is a member of Luxottica's board of directors.