



MONDADORI

**LAURA DONNINI APPOINTED AS THE NEW GENERAL MANAGER OF
EDIZIONI MONDADORI**

Segrate, 8 February 2011 - Laura Donnini has been appointed general manager of Edizioni Mondadori, reporting to the general manager for trade books, Riccardo Cavallero.

Laura Donnini, who has a degree in economics and business administration and is the mother of two children, began her career in multinational consumer goods companies, where she worked for more than ten years in positions of growing responsibility, also at an international level. In 2001 she was appointed managing director of Harlequin Mondadori, the world's leading publisher of romantic fiction, operating in Italy under the Harmony brand. In 2008 she became chief executive of Piemme, one of Italy's top four publishing houses, where she reinforced the Geronimo Stilton and Battello a Vapore brands and developed the trade fiction area.

Laura Donnini's professionalism and experience, combined with the excellent editorial team at Mondadori, are the best possible guarantee to face the new challenges of the market in an innovative and winning manner.

Mondadori would like to thank Massimo Turchetta for his contribution and commitment during his years with the company.

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