

COMUNICATO STAMPA

FERNANDO MANTOVANI APPOINTED HEAD OF E-COMMERCE

Segrate, 17 April 2012 – From 2 May, Fernando Mantovani will be the new e-commerce director of Mondadori Direct.

As part of his role, reporting directly to the chairman and managing director of Mondadori Direct, Renato Rodenghi, Mantovani will also pursue the objective of further developing the activities of Bol.it and exploring other e-commerce opportunities for the Mondadori Group.

Mantovani, 45, was born in Bitonto (BA) and has a degree in Business Administration from the Cà Foscari University in Venice.

Mantovani comes from Feltrinelli, where, since January 2007, he was the director of the online business unit LaFeltrinelli.it. He began his career in 1997 at the EMI Group, where he held positions with increasing responsibility in the operations and media & business development areas. In 2004 Mantovani joined Sony Europe where he was involved in B2B digital services and e-commerce across Europe.

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