



## **FRANCESCO GORI**

### **COO of Pirelli & C.**

Born in Florence on May 15, 1952.

Degree with magna cum laude in Economics obtained from Università degli Studi in Florence.

After two years of working experience in a software house, he entered the Pirelli Group in 1978.

His first years were spent in sales depts. both in the Italian market and in Export markets. He was then appointed Product Manager in 1982 in the Motorcycle Tyre division, and later Country Manager for Northern European Markets in 1986, covering then also Middle East and Far East export markets from 1988.



In 1990 he was appointed Business Manager, Car Tyres; in 1991 Director of Product Planning & Strategy, Tyre Sector.

In 1993 he was appointed Tyre Marketing Director, in 1997 Director of Business Development, then, in 1999, Sales and Marketing Director.

In 2001 Francesco Gori was appointed General Manager of Pirelli Tyre Sector. Effective July 1, 2006, he has been named Chief Executive Officer of Pirelli Tyre.

In October 2006, Francesco Gori has been elected President of the newly constituted ETRMA – European Tyre & Rubber Manufacturers Association – and, in 2008, re-elected for a further 3 years mandate.

In October 2011, he was nominated COO of Pirelli & C.