

RICCARDO FALCETTA



WORK EXPERIENCE

Head of Brand Pirelli Moto and Metzeler Pirelli Tyre S.p.A. – Milan
06/2025 – Today

Global Brand Manager Metzeler Pirelli Tyre S.p.A. – Milan
10/2023 – 05/2025

- Organization and management of international events (International press launch of new products, international exhibition, VIP Experiences for B2B and B2C, Track and Demo Days, etc.)
- Partnership management with Promoters of Tourist Trophy, World Enduro Championship, SuperMoto, HOG (Harley Owners Group) Harley Events
- Management of websites, social media accounts and the media relations
- Definition and management of the marketing budget

Key Account Manager Marketing Motorsport - World Rally Championship
Pirelli Tyre S.p.A. – Milan
08/2021 – 09/2023

- Organization and management of international events during the World Rally Championship (VIP Experiences for B2B and B2C, Track and Hot Lap Days)
- Management of Hospitality and guests during the World Rally Championship
- Partnership management with car manufacturers and WRC Promoter
- Management of websites, social media accounts and the media relations
- Definition and management of the marketing budget, promotions sell-in and sell-out

Product Marketing Manager & Moto Dealer Account Pirelli Tyre S.p.A. – Milan
03/2021 – 07/2021

- Managing motorcycle products range for the Italian market
- Coordination and development of the relationships with motorcycle manufacturers companies for their aftersales and service business in Italy
- Developing and managing product marketing materials (products literature, website, customer presentations)
- Creation of product training materials for salesforce, customers and final users
- Monitoring local market trends in motorcycle business and development of specific analysis

Trade, Consumer and Event Specialist Moto Italy Pirelli Tyre S.p.A. – Milan
09/2016 – 03/2021

- Definition and implementation of activities for the communication and promotion of the range of Pirelli and Metzeler motorcycle tyres.
- Organization and management of events: track days, VIP Experiences at Italian round of WorldSBK for B2B and B2C, exhibitions, product launch, ecc.
- Partnership management with motorcycle manufacturers
- Management of websites, social media accounts and the media relations
- Definition and management of the marketing budget, promotions sell-in and sell-out

Assistant Senior Product Manager (Internship) Bolton Alimentari S.p.A. – Milan, MI
01/2016 – 07/2016

CONTACTS



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03/05/1992



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ABOUT ME

8 years of experience in marketing and events, of which 2 years in the world of motorsport. I take care of budget management and planning and implementation of activities to support the brand. I am a very sporty person and am passionate about motorsport. I am currently available to evaluate opportunity in the world of marketing and events.

SKILLS

- Event Management
- Budget Management
- Strategic Planning
- Partnership Management
- Brand Management

LANGUAGES

Italiano: Native language

Inglese: C2
Expert

EDUCATION

**Master's degree: Business
Management**

Università Cattolica del Sacro Cuore -

Milan, 12/2016

Vote: 110/110

**Degree: Economics and Business
Management**

Università Cattolica del Sacro Cuore -

Milan, 07/2014

Vote: 110L/110

I authorize the use of my personal data in compliance with ex art. 13 of legislative decree 196/2003 e art. 13 of EU law 2016/679.

Riccardo Falcetta