



MARCELLA MANZONI

Global Head Digital Transformation & Customer Experience

Marcella Manzoni (born in Pinerolo in 1978) graduated in *Scienze Internazionali Diplomatiche* from the University of Trieste and gained an Executive Master's Degree in HR, People and Organisational Development from the Gema School in Rome (2017).

She began her career in Safilo in 2015 and held various roles of increasing responsibility, including several overseas assignments, until 2022 when she was appointed Global Head Digital Transformation & Customer Experience.

Before joining Safilo, she held the position of Head of Customer Service in Hyundai Motor Company Italy s.r.l. (2013-2015). Between 2006 and 2012 Marcella worked in FCA SpA, initially as Customer Services - Customer Relations Manager, and successively as Contact Center Operations Manager for European Markets and Customer Process and Methods Manager.

With more than ten years' experience in the automotive sector, Marcella has a wide knowledge of customer service administration, logistics, distribution, and change management.

She speaks Italian (mother tongue) English, French, and Spanish (fluent).