



EZIO BALARINI
Chief Marketing Officer

Born in Soncino (Cremona), Italy, in 1963, he graduated in Business Management from “Luigi Bocconi” University.

He began his professional career at Autogrill in 1989, and in 2001 he became Chief Operating Officer of the Urban Business Unit, where he was in charge of developing the “Spizzico” brand, as well as launching and expanding “Burger King” in Italy.

In addition, he worked for several subsidiaries of Autogrill in different roles, including Marketing Manager France & Benelux and CEO Holland.

He is currently the Group’s Chief Marketing Officer, in charge of the Concept and Brand Portfolios for consumers’ requirements: his mission is to provide the best customer service ever.
