



MEDIA RELEASE

ALITALIA APPOINTS NEW CHIEF COMMERCIAL OFFICER

Rome, 10th September 2014 – Alitalia, Italy's leading carrier and partner of the SkyTeam alliance, today announced the appointment of Mr Ariodante Valeri, an experienced sales and marketing leader, as Chief Commercial Officer.

Mr Valeri, who takes up the role on 1 October 2014, will lead Alitalia's sales and marketing operations, reporting to the airline's Chief Executive Officer.

Gabriele Del Torchio, Chief Executive Officer of Alitalia, said: "We are delighted to welcome Ariodante as the new Chief Commercial Officer, where his leadership skills and extensive commercial experience will be invaluable as we transform and revitalise Alitalia as a competitive, sustainably profitable business".

Mr Valeri brings a wealth of experience from the transportation and consumer industry with a career spanning more than 30 years. He joins Alitalia having recently held the position of General Manager at Grandi Navi Veloci, where he was instrumental in providing direction for the company's strategic long-term growth and expansion.

He has also served as President and CEO of Targa Services at Gruppo Fiat Auto and Marketing Director of global fashion brand Benetton Group, and held various senior positions at Hertz Italiana for more than 12 years, including General Manager and Sales and Marketing Director.

Ariodante Valeri, said: "I am honoured to be appointed to this new position and look forward to working with the many professionals at Alitalia. It is an exciting time in the company's history as we develop Alitalia into a world-class global carrier."

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