



**Valentina Lugli**

*Head of Communication & ESG*

Valentina Lugli has served as the Head of Communication & ESG at CA Auto Bank since January 2024.

She started her career in 2002 as a journalist at RCS before transitioning to Mondadori in 2003. There, she held roles as an editor and event organizer for Interni magazine and other prestigious publications. In 2008, Valentina joined Ferrero as the Brand Communication Manager for Kinder.

In 2014, she assumed the position of Communication Manager Ferrero Italy for all brands. In this capacity, she shouldered additional responsibilities related to sponsorships, events, and coordinated the Corporate Social Responsibility (CSR) project dedicated to Kinder + Sport.

In 2018 when she became part of the FCA Group as Communication Manager for Leasys & FCA Bank. Her responsibilities included EMEA-wide Market Coordination, Digital, Social Media, PR, Press Office, Internal Institutional Communication, Events, and Reputation. In 2021, she added Corporate Social Responsibility (CSR) to her portfolio.

Born in Modena in 1977, Valentina Lugli holds a degree in Interior Architecture, is a professional journalist, and has earned a Master's degree in Integrated Corporate Communications from 24ORE Business School.

---