

Tuesday, 28<sup>th</sup> April 2020, 5:00-6:30 p.m., MCI, Universitaetsstrasse 15, Innsbruck

## David vs Goliath.

### Success factors in global competition



# ROBERT KUNZE-CONCEWITZ

## CEO, Campari Group, Milan

*The Davide Campari Milano S.p.A. is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands. The Group was founded in 1860, is the sixth-largest player worldwide in the premium spirits industry and is trading in over 190 nations around the world. The Campari Group owns 18 plants worldwide, has its own distribution network in 20 countries and employs approximately 4,000 people.*

Bob Kunze-Concewitz, an Austrian citizen, was born in Istanbul (Turkey) in 1967.

After graduating from Hamilton College (USA) and obtaining an MBA from Manchester Business School, Bob joined Procter & Gamble as FP&A analyst, position that he covered for two years. He then continued his career in the marketing department, where he occupied various positions of increasing responsibility within an international realm. Following numerous assignments in strategic planning and business ownership he became Corporate Marketing Director in the Global Prestige Products division.

He joined Gruppo Campari as Group Marketing Director in October 2005 where he developed and implemented many new marketing strategies for the Group's international brands. In May 2007 he was appointed Group Chief Executive Officer.

He sits on the Board of Luigi Lavazza S.p.A., a premium coffee producer with global outreach.

*Free participation for members of MCI Alumni & Friends, students, faculty and invited guests. Please register at [alumni@mci.edu](mailto:alumni@mci.edu).  
Lecture in English.*

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