

PIETRO BOROLI

Born in Novara on 21 November 1957, Pietro Boroli graduated in Political Science at Pavia University.

In 1979, he started to work with the De Agostini Geographic Institute. From 1981 to 1983, he was assistant to the Managing Director, Marco Drago.

In 1984 he was appointed Advertising Manager, in 1985 Sales Director for Magazines and Collections and, in 1990, Collectables Division Manager, coordinating activities both on the Italian and foreign markets.

From 1993, he was Managing Director of the De Agostini Geographic Institute.

In 1999, he was appointed CEO and Vice Chairman of the De Agostini Geographic Institute and, since 2003, has been Chairman of 'De Agostini Editore', the publishing sub-holding.

He is Vice Chairman and a member of the Executive Committee of De Agostini S.p.A, the Group holding company and holds various other positions within the Group companies, such as Chairman of De Agostini Magazines and UTET, Director of Lottomatica, Mikado, Magnolia and Zodiak Entertainment.

He is a member of the Italian Newspaper Editor/Publisher Federation (FIEG) Committee and Chairman of the Delegation of magazine publishers of mid-size firms, Chairman of the SGP Publishing house which controls the 'Corriere di Novara', and a member of the Board of Directors of Armando Testa S.p.A., Venchi S.p.A. and of Banzai S.p.A.