



## **BOB KUNZE-CONCEWITZ**

### **BIOGRAPHY**



**BOB KUNZE-CONCEWITZ WAS APPOINTED CHIEF EXECUTIVE OFFICER OF GRUPPO CAMPARI IN MAY 2007. HE HAS EMBRACED AND CONTINUED THE GROUP'S AMBITIOUS TWO-PRONGED GROWTH STRATEGY, OVERSEEING A NUMBER OF BRAND ACQUISITIONS WHILE ENSURING ORGANIC GROWTH.**

Joining Gruppo Campari in 2005 as Group Marketing Officer, Bob developed and implemented new marketing strategies for most of the Group's core international brands.

Bob launched his international career at Procter & Gamble, 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.

An Austrian citizen who was born in Turkey, Bob has studied and worked in many countries. He attended French-style schools in Turkey and Germany before graduating with honours with an Economics degree from Hamilton College in the US. He earned an MBA from Manchester Business School. Fluent in five languages (English, German, French, Italian and Turkish), Bob has worked in Italy, Germany, Great Britain, France, the Benelux, the US and Switzerland.