

CARLOTTA VENTURA

Chief Communications Officer of Large Corporates, with a strong background in the automotive, telecommunications, digital, mobility, energy, and advisory sectors.

A highly skilled professional with significant experience in all the component areas of institutional and business communications, and a strong interest in sustainability, social responsibility, innovation, research and start-ups. Carlotta started her career in the automotive industry, first in General Motors Italia, then in Opel Italia and later in Ford. At Telecom Italia, starting in the year 2000, she held various posts, rising to Executive Vice President – Brand Strategy and Media responsible for brand management and positioning, corporate identity and communications strategy. From 2016 to 2018, she was head of Brand Strategy and Communications at Italy's Gruppo Ferrovie dello Stato (Italian national railways). In 2019, she took up a position as Director of the Centro Studi Americani (American Studies Centre) in Rome, and also as Brand, Marketing and Communications Director for the Mediterranean area at consultancy EY (Ernst & Young). Carlotta is also professor at the LUISS Business School in Rome and at the Pontifical Gregorian University. Additionally, in the social sphere, she is actively involved in projects and schemes that promote diversity and inclusion.

Since March 2024 she has also been Chairwoman of Amsa S.p.A.

A graduate of the Faculty of Literature and Philosophy at the University of Rome "La Sapienza", Carlotta has - over the years - cultivated her passion for archaeology and the Classical languages while constantly furthering her knowledge of economic and geopolitical affairs.

In February 2023, she graduated at the Stanford University School of Business, following an intensive executive master focused on business and leadership - from design thinking, negotiation, and financial engineering to diversity, culture, and crisis management.

Current positions

- Since September 2025 – Member of the Board of Directors of Auditel S.r.l.
- Since April 2025 – Advisor of the Board of Directors of UN Global Compact Network Italy.
- Since May 2024 –Advisor of the Board of Directors of Tecno Holding S.p.A.
- Since March 2024 – Chairwoman of Amsa S.p.A.
- Since March 2024 – Advisor of the Board of Directors of A2A AMBIENTE S.p.A.
- Since March 2023 – Member of the Board of Directors of A2A Energia.
- Since January 2023 – Member of the Board of Directors of Audicom.
- Since January 2023 – Associate member of Nedcommunity.
- Since November 2021 – Member of Technical Group for Environment and Sustainability and Coordinator of the Communication Group of Confindustria.
- Since May 2021 – Member of the Board of Directors of UPA (Association of Italian major advertisers).
- Since 2021 – Professor at the Pontifical Gregorian University.
- Since November 2020 – Permanent Representative for A2A Group on committees at the Centro Studi Americani.
- Since July 2020 – Head of Communication, Sustainability and Regional Affairs of A2A Group.
- Since 2018 – Member of the Advisory Board of StartupItalia.
- Since 2016 – Adjunct Professor at LUISS Business School.

Previous working experience: positions held

- Since January to June 2022 – Member of the Board of Directors of Valore D.
- Since June 2021 to 2023 – Member of the Board of Directors of Audipress.
- Since January 2021 to March 2023 – Member of the Board of Directors of A2A Smart City.
- Since February 2019 to June 2020 – Head of Brand, Marketing and Communication for Mediterranean Region at EY.
- Since January 2019 to June 2020: Director of Centro Studi Americani.
- Since December 2017 to September 2018 – Board member of Nugo (Group FS).
- Since June 2016 to December 2018 – Head of Brand Strategy and Communications at Gruppo e Ferrovie dello Stato (Italian national railways), responsible for the definition of communication strategy, editorial projects, the implementation of online communications, public relations, Group image promotion and social communications.
- Since 2016 to 2017 – Head of rebranding project, TIM.
- Since January 2014 to May 2016 – Group Senior Vice-President – Brand Strategy and Media at Telecom Italia, tasked with guiding the Telecom Italia brand towards the new commercial TIM brand, repositioning TIM as national leader, reinforcing

corporate identity, defining and supervising media strategy, planning and management of corporate campaigns, sponsorships and events, and definition of digital strategy.

- Since April 2011 to January 2014 – Group Senior Vice-President – National Media of Telecom Italia.
- Since January 2003 to March 2011 – Head of Media Management and Sponsorships – External Relations Department of Telecom Italia.
- Since January 2000 to December 2002 – Head of Sponsorships and Events – Corporate and Image Communications Department of Telecom Italia.
- Since 1997 to 1999 – Head of press office of Ford.
- Since 1995 to 1997 – Head of Marketing of Opel Italia.
- Since 1994 to 1995 – Buyer in the Finance Division of Opel Italia.
- Since 1992 to 1994 – Press officer of General Motors.