

Gianni Pieraccioni



Gianni Pieraccioni is Chief Operating Officer, Markets, of Revlon and Elizabeth Arden Company. In February 2014 he joined Revlon (beauty) as EVP/Global President, Consumer Products, based in New York. In March 2016 he was promoted to EVP/Chief Operating Officer and in January of 2017 he became the Chief Operating Officer.

Gianni Pieraccioni is an executive with more than 30 years of global expertise in both Fortune 50 US multinationals and European companies. Mr. Pieraccioni is a *cum laude* graduate of LUISS University of Rome, Italy and holds a degree in Economics. He spent the initial years of his career in Procter & Gamble (detergents and personal care) and PepsiCo (beverages and snacks), working in marketing and sales roles of increasing responsibility in Italy, Spain and the USA. At the age of 35 he was promoted President of Pepsi-Cola Brazil and became the youngest head of a business unit for PepsiCo. Upon several years in Brazil, he went back to Italy where he was Managing Director of Johnson & Johnson Italy (personal care and beauty), CEO of Sector Group (watches), Group Managing Director of Binda Group (luxury accessories) and Group Managing Director of Aversa (spirits). After a short experience as EVP/Chief Commercial Officer of Alitalia (airlines).

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