



Automobili Lamborghini appoints Francesco Milicia as Marketing Director

Milicia will lead the brand's global marketing strategy, further strengthening its positioning

Sant'Agata Bolognese, 23 July 2026 – Automobili Lamborghini announces the appointment of Francesco Milicia as Marketing Director, following Christian Mastro's transition to his new role as CEO of Automobili Lamborghini America. Effective 1 September 2026, Milicia will lead the brand's global marketing strategy, contributing to the consolidation of its positioning across international markets.

Francesco Milicia joins Automobili Lamborghini with significant international experience gained in the automotive sector, particularly within Ducati, a company within the Volkswagen Group. During his career he has led business development, commercial growth, digital transformation and organisational change initiatives across global markets. He also lived and worked in Asia for several years, developing a deep understanding of the dynamics and cultures of international markets.

"We welcome Francesco Milicia to Lamborghini as Marketing Director," said Federico Foschini, Chief Marketing & Sales Officer of Automobili Lamborghini. "His managerial experience, gained in an environment of excellence such as Ducati, combined with the international vision and strategic expertise he has developed throughout his career, will make a valuable contribution to the further strengthening of the brand's positioning and to supporting the development of our global marketing strategy."

Holding a degree in Mechanical Engineering from the University of Bologna and a Master of Business Administration, Francesco Milicia completed his executive education across Europe and China at INSEAD, CEIBS and the London Business School.

After beginning his professional career at Ducati in the Operations area, from 2005 to 2012 he gained significant international experience holding various managerial positions in China within a multinational group. At the end of 2012, he returned to Ducati as Managing Director of Ducati Motor Thailand, where he led the implementation of a cutting-edge vertical production process. Returning to Italy in 2015, he joined the Ducati Board of Management as Purchasing Director, before taking on global responsibility for Sales and After Sales activities in 2018.

"Joining Automobili Lamborghini is an honour and a privilege," said Francesco Milicia. "I have always admired the brand and I am thrilled to contribute to the journey of a company that inspires people around the world through innovation, audacity and uncompromising excellence. I look forward to working alongside the Lamborghini team, learning from their experience and contributing together to writing the next chapter of the brand's growth and success."

In his role as Marketing Director, Francesco Milicia will contribute to translating the vision and values of Automobili Lamborghini into marketing strategies capable of enhancing its



Media Information

uniqueness, its constant capacity for innovation, and the distinctive connection the brand creates with customers and enthusiasts around the world.

Company information

Founded in 1963 in Sant'Agata Bolognese, near Bologna, Automobili Lamborghini is one of the world's leading names in luxury super sports cars, defining the future of the segment through uncompromising performance, design and emotion. Rooted in a 100% Italian identity and supported by a global community driven by passion, craftsmanship and people, the company combines technological innovation with authentic racing DNA, with motorsport serving as both a strategic laboratory and a core expression of the brand.

From iconic models such as the Miura, Countach, Diablo and Aventador to limited editions including the Sesto Elemento and Fenomeno, Lamborghini has consistently created lasting value through rarity, personalisation and craftsmanship. Today, its fully hybrid line-up is structured around three main model families: Revuelto, the first HPEV with a V12 engine; Urus SE, the first plug-in hybrid Super SUV; and Temerario, the benchmark V8 HPEV in its category. From each family come the most extreme versions, such as Urus SE Performante, an authentic expression of the brand and its most performance-oriented soul.

With over 3,000 employees and a network of 186 dealers in 57 countries, Automobili Lamborghini continues to grow responsibly through long-term vision, innovation and sustainability.

Additional information and Contacts

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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