



## **ANTONIO LAPESA**

Born in Avezzano on 22 December 1976, Antonio Lapesa received his degree in Business Administration from the University of Pescara with the highest possible marks in 2001 and later obtained a Master in Economics and Business History and an MBA - Master in Business Administration at the Business School of the L.U.I.S. - Guido Carli University.

He began his career covering roles of increasing responsibility in several companies such as Alcatel EBD and Carrefour. In 2007 he joined Seat Pagine Gialle, where he first assumed the role of Head of Marketing Intelligence & Business Development within the Digital Business Unit, and then expanded his responsibilities to the area of Big Data and Business Controlling on all product segments.

In 2015 he joined Unieuro, where as Strategic Marketing Director he was in charge of strategic planning and advanced analytics, as well as conceiving, structuring and launching the Net Promoter Score measurement project, as well as omnichannel services aimed at improving and securing the customer experience.

From June 2021, he serves as Chief Omni-Channel Officer.