

Roberto Veronesi was born in Turin January 5, 1961, is married and has one daughter of 9 years. Graduated in Political Science Economic, Isvor Fiat holds a Master in Marketing and Communications, and then the Master SDA Bocconi International Teachers Program.

He begins his career as a consultant in Isvor Fiat project leader, trainer for the area of marketing and sales for companies in the Fiat group (including Auto and Iveco) and large companies outside the group (Alpitour Federconsorzi GFT etc...)

In Seat since 1991, he held various roles in the 'context of the HR Director with responsibility gradually increasing, until his appointment in 2001 to head HR for a division of Internet Business Unit Media & Telecom Group.

Since September 2003, assumes the role of Director of Communication of Seat Pagine Gialle Group with responsibility for areas of External Relations and Media, Advertising, Internal Communications, Events, Sponsorships. Among the most recognized achievements can be reported by the general public advertising campaigns to launch the service 12.40 and consolidation '89 .24.24, for revitalizing the Yellow Pages.

In April 2006 assumes the role of General Manager in Prontoseat where, through a strong change management operation and expanding the perimeter of the competitive structure, the company reported a profit for all years

From November 2009 he was Director of Communication Seat.