

Bordiga, Mirko

Maserati China, Managing Director

Family Status

Married, 4 children

Date of Birth

22 October 1968

Citizenship

Italian

Languages

Italian – Native
English – Good spoken and written
Japanese – Good spoken and basic written
Chinese – Basic

Education

Bachelor's Degree in Economics
Bocconi University – Milan (Italy)

Contacts

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Personal e-mail mirko.bordiga@icloud.com

Professional Experience:

Prometeon Asia Pacific and India.

September 2023 – present

Title: **CEO**

Reporting to: Global CEO, Prometeon Tyre Group

Duties

- Restructure Team and Operations
- Double regional Sales
- Act as a liaison between Chinese Parent Company (Sinochem) and Italian Head Quarters

Maserati China

January 2019 – August 2023

Title: **Managing Director**

Reporting to: Commercial Director, Maserati S.p.A.

Duties

- Turnaround of the Chinese Operations
- Apply the “Maserati New Era” concept in Marketing and Network Development
- Decoupling from Alfa Romeo Brand in the whole Chinese Network
- Definition of launch strategy for the new models MC20/Grecale/Granturismo in China

Pirelli Asia Pacific

March 2018 – December 2018

Titolo: **COO**

Reporting to: CEO, Asia Pacific

Responsabilita':

- Managed Asia Pacific Operations, Sales increase and expansion of Commercial Network
- Definition of the product portfolio and distribution strategies in the Region.

Maserati China

January 2015 – February 2018

Title: **Managing Director**

Reporting to: Commercial Director, Maserati S.p.A.

Duties:

- Manage the whole Chinese operations, grow sales and expand the dealer network
- Launch of the new model Levante

McLaren Automotive Asia

May 2013 – December 2014

Title: **Regional Director Asia Pacific**

Reporting to: Commercial Director, McLaren Automotive

Duties:

- Complete startup of the operations of the regional office
- Full responsibility of all the operations in the Asia Pacific Region
- Develop the Marketing, Sales and After Sales strategy for the Asian Markets

Ducati Motor Holding

November 2008 – May 2013

Title: **Ducati Asia Pacific CEO**

Reporting to: Vice President Sales, Ducati Motor Holding

Duties:

- Complete startup of the operations of the regional office
- Acting President of Ducati Japan
- Full responsibility of all the operations in the Asia Pacific Region
- Develop the Marketing, Sales and After Sales strategy for the Asian Markets
- Started up business in China (8 Dealers by end 2011), India (10 dealers within end of 2011), Vietnam, Pakistan, Nepal
- Creation of a 3 years Network Development Plan for Australia and New Zealand.
- C.I. Upgrade of all the Showrooms in all Capital Cities in Asia
- Increase of Ducati Japan Network from 45 to 70 Dealers
- Sales grown in emerging markets (excluded Japan and Australia) from 600 units in 2009 to 4.200 estimated units in 2012

Ferrari Maserati China

February 2005 – October 2008

Title: **General Manager**

Reporting to: President & CEO, Ferrari Asia Pacific

Duties:

- Full responsibility of all the operations in Mainland China
- Full Responsibility of the bottom line result of the Joint Venture
- Develop the Marketing, Sales and After Sales strategy for the Chinese Market
- Keep regular contact with the Key customers in main regions in order to understand the trend of High Net Worth Individuals in China

Achievements:

- Achieved Sales Result (Customer Deliveries):
 - **2005** Ferrari: 65 units Maserati: 70 units
 - **2006** Ferrari: 121 units Maserati: 117 units
 - **2007** Ferrari: 180 units Maserati: 210 units
 - **2008** Ferrari: 185 units Maserati: 310 units (until October)
- Achieved break-even at the first year of operations
- Achieved for Ferrari 4 months of Waiting List at the end of 2007
- Network profitability Project initiator: detailed analysis of P&L and identification of the ideal combination costs/volumes for all the Dealers

Ducati Motor Holding

March 1998 – January 2005

Title: **Vice President Sales**

March 2003 – January 2005

Reporting to: Company's CEO

Duties:

- Responsible for worldwide Sales, After Sales and Motorcycle Related Products
- Direct responsibilities of all the Subsidiaries result and bottom line
- Member of the Strategic Committee

Achievements:

- Reorganization of the Ducati North America subsidiary

Ducati Japan

Title: **General Manager**

October 1999 – February 2003

Reporting to: Worldwide Commercial Director

Duties:

- Responsible of the start up operations of the subsidiary, acting as a President of the Board of Directors of Ducati Japan and Representative Director of the Company
- Definition and implementation of the strategy for the Japanese market
- Adaptation and application of the Ducati Store concept in Japan (8 opened in the key areas nationwide)

Achievements:

- Managed the take over of the previous importer structure
- Geographical reorganization of the Dealer Network
- Optimization of the Logistic process of both Motorcycles and Spare Parts
- Managed the sales through Internet of the limited edition models MH900e, 996R and 996 Bayliss. In all three cases obtained the highest share of sales worldwide
- Sales Quadrupled (987 to 4.000 units) in 3 years

Ducati Motor Holding

Title: **Export Area Manager** **March 1998 – September 1999**
Reporting to: Worldwide Commercial Director

Duties:

- Increase motorcycle sales in the assigned Areas

Achievements:

- Middle East Importer Network Rationalization
- New Importers appointment in South America (Argentina, Venezuela, Brazil)
- Appointment of South Africa Ducati Store

Gruppo GS SpA

Title: **Buyer** **August 1995 – February 1998**
Reporting to: Marketing Manager Fresh Food

Duties:

- Representative for Gruppo GS for the contractual season 1998 at the “*Supercentrale*” purchasing cartel
- Managed purchases for Frozen Food, Yogurt, Dairy Products, Bread

Achievements:

- Managed European funding procedure for seasoning of Parmigiano Reggiano cheese
- Launch of Movenpick ice cream in Italy.

Piccolo Teatro di Milano

Founded in 1947 by Paolo Grassi and Giorgio Strehler, this worldwide famous theatre was born to be the theatre for everybody, with a repertoire both international and local.

Title: **Backstage Technician** **September 1987– July 1993**

Other Activities

- **Italian Chamber of Commerce in Japan** **Member of the Board**
September 2002 – February 2003
- **Unoerre Japan Co.** **Member of the Board**
April 2001 – February 2003
- **Bally Japan K.K.** **Member of the Board**
June 2001 – June 2002
- **Tokyo Motorcycle Show Association** **Member of the Board**
January 2002 – January 2005
- **KTM Japan** **Start up Consultant**
May 2002 – February 2003
- **Bocconi Alumni Association – Shanghai** **Area Leader**
September 2007 – October 2011
- **Fogolar Furlan – Shanghai** **President**
September 2009 – October 2012
- **Stellantis Finance – Shanghai** **Chairman of the Board**
August 2020 – August 2023
- **Altagamma Club** **China Representative**
November 2019 - present
- **Master of Labor of the Italian Republic**