



Chairman of Ferrari (1991 – 2014), Chairman of Alitalia

Luca Cordero di Montezemolo

Luca Cordero di Montezemolo was at the helm of the legendary sports car manufacturer Ferrari for 23 years. During his tenure, the struggling carmaker became the world's most prestigious luxury sports car brand. His era shaped the corporation like no other since that of company founder Enzo Ferrari. Luca Cordero di Montezemolo is an iconic figure of Italy's economy. Montezemolo (born in 1947) is the youngest son of a Piedmontese aristocrat. He studied law at La Sapienza University in Rome, graduating, summa cum laude, in 1971. He began his professional career in Rome, before moving to a law firm in...



Topics

- Branding
- Motivation / Strategy
- Motorsports

Languages

- English
- Italian

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