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Marchesi Frescobaldi Group Welcomes Fabrizio Dosi as New CEO

From Luxury Watches to Fine Wines

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Fabrizio Dosi, CEO Frescobaldi and Lamberto Frescobaldi, Chairman of the Group

In an exciting shift for the Marchesi Frescobaldi Group, Fabrizio Dosi has stepped into the role of CEO, ready to steer this iconic Italian wine dynasty into a new era. This prestigious group, known for its stellar lineup including the celebrated Super Tuscan producer Ornellaia, Tenuta Luce in Montalcino, and Domaine Roy & Fils in Oregon, will now benefit from Dosi's seasoned leadership and diverse industry experience.

Fabrizio Dosi's career path reads like a journey through the realms of luxury and elegance. Before diving into the wine industry, Dosi built a remarkable resume that began in the consulting world and transitioned into luxury watches with Bulgari. Here, he honed his skills as a senior marketing director, crafting strategies that appealed to the sophisticated tastes of Bulgari's clientele.

Dosi's career didn't stop there. His next move took him to the high fashion sector with Giorgio Armani, where he thrived as General Manager for the Asia-Pacific region and eventually CEO of Giorgio Armani Hong Kong. This international experience, dealing with the nuanced demands of the Asian market, polished his executive capabilities and global perspective.

The coffee industry then called, and Dosi answered, joining Illy. As president for Asia and later as global vice president of Illy's B2C business unit, he navigated the complexities of a brand that, much like wine, relies on both heritage and innovation.

Joining Marchesi Frescobaldi in 2019 as COO, Dosi brought with him a wealth of knowledge from these diverse sectors. His transition into the world of wine was driven by a deep-seated passion, as he described wine as a "real passion" and highlighted its significance as one of Italy's crucial economic and cultural pillars.

Dosi expressed his gratitude and excitement upon his appointment: "It is a great honor as well as a significant responsibility to lead such a prestigious group, and I extend my sincere thanks to the whole Frescobaldi family for the trust and support they have always shown me."

Lamberto Frescobaldi, president of the group, underscored Dosi's diverse experience and the fresh perspective he brings: "Fabrizio Dosi is a strong point: he arrived at Frescobaldi with a rich experience in the most diverse sectors, from catering to high

fashion, and then immerse himself with passion in the world of wine. His ability to see the world from different positions has been of immense value to us and we have benefited every day from his great generosity."

Dosi's predecessor, Giovanni Geddes, left an indelible mark on the group. Having joined Frescobaldi in 1996, Geddes announced his retirement last autumn, leaving behind a legacy of growth and innovation. Under Geddes' leadership, the group not only expanded its portfolio but also cemented its reputation as a beacon of excellence in the wine industry.

With Dosi at the helm, Marchesi Frescobaldi Group is poised to continue its tradition of excellence while exploring new horizons. Dosi's unique blend of marketing acumen, luxury brand management, and a genuine passion for wine promises to bring a refreshing dynamism to the group. Wine enthusiasts and industry insiders alike will be watching closely as Dosi leads the way, infusing his rich experience and innovative vision into the storied legacy of Marchesi Frescobaldi.