

**Name:** Pier Donato  
**Surname:** Vercellone  
**Role:** Chief Communications Officer  
**Place of birth:** Moncalieri, Italy

Born on June 28, 1963 in Moncalieri (TO) and graduated in Political Science with a specialization in Public Relations, he began his professional career at communications consulting agencies, including Burson-Marsteller.

In 1994, he established and head Nike's communications office in Italy, before being promoted to European PR Director, from Nike's headquarter in The Netherlands. Back to Italy, he held several management roles in the communication area of Telecom Italia Group. From 2007 he served as Director of Communication and Events at the Municipality of Milan, in charge of integrated communication, promotion and brand management.

Then, he was responsible for overseeing crisis communication, media relations and global stakeholder engagement for the Costa Concordia wreck removal project. In 2013 Pier Donato joined Sisal Group as Director of Communications and CSR and then appointed Director of Marketing and Communication.

Pier Donato is also adjunct professor at the Catholic University of Milan and at IULM. He has been Chairman of FERPI, the Italian Public Relations Federation.

He joins AC Milan as Chief Communications Officer.