

Name: Lamberto

Surname: Siega

Role: Marketing and Digital Director

Place of birth: Milan

Born in Milan on January 2, 1977, Lamberto graduated from Università Cattolica del Sacro Cuore of Milan in Business Administration in 2001. In 2002, he began his professional career at Boston Consulting Group. At the same time, he gained a post degree specialization, obtaining an MBA from IESE Business School in Barcelona.

In 2013, he served as Responsible of the Commercial Activities at eBay Inc for the Italian, French and Spanish markets. In 2015, he joined Mediaset Premium as Strategy and Business Development Director, prior to being appointed Marketing and Communication Director. In this role, he also dealt with the Digital Transformation of the company.

He joined AC Milan in August 2018 as Digital Director, taking charge of the Club's social media strategy and of the web site, as well as the thematic channel Milan TV and the production of contents, before being appointed Marketing and Digital Director in 2019, extending his previous remit.