

VODAFONE ITALIA: GERALDINA MARZOLLA BRAND & ADVERTISING DIRECTOR

Milan, 23 March 2007 – From 1 April 2007 **Geraldina Marzolla will take over as Vodafone Italia's new Brand & Advertising Director**, with responsibility for managing Vodafone Italia's brand and advertising strategy.

Geraldina Marzolla, who will report directly to Paolo Bertoluzzo, replaces Gianfranco Piccolo, who has left the Vodafone Group.

Marzolla has seen her career take off at Vodafone and before that at Omnitel. Having joined the Company on **3 November 1997**, as part of the Advertising & Brand team she has witnessed all the most important stages in the evolution of the Omnitel brand, and the birth and development of the Vodafone brand. She was Media Director until 2003, when she also assumed responsibility for brand strategy.

During her career Geraldina has shown great pragmatism and determination and an ability to get results thanks to her tremendous passion. As a result, she is admired for her strategic vision, commercial awareness and courage.

She began her career immediately after graduating in Economics and Commerce from the University of Genoa in 1995, working first for the Leo Burnett advertising agency and then with Saiwa-Danone from 1996.