

Paola Bianchi

Group Executive Vice-President Automotive Global Business Line

Paola Bianchi is Group Executive Vice-President Automotive Global Business Line and has been a member of the Europ Assistance Group's Executive Committee since January 2015.

She began her career at the Olivetti-Olinet Group (telecommunications) where she headed up sales and business development activities between 1991 and 1993. She subsequently assumed responsibility for the Direct Marketing BU at Gruppo Pozzoni (publishing) through to 1996. Between 1996 and 2000, she worked as marketing manager at Paglieri Sell System (mass retail sector).

Paola Bianchi joined Europ Assistance Italy in 2000 as Marketing and Communication Manager, a post she held until 2010 when she was appointed to oversee coordination of marketing projects in the Eastern Europe Region.

In 2010, she became Director of the Consumer BU at Europ Assistance in Italy, created to develop BtoBtoC sales and the related distribution channels on the Italian market.

In July 2011, Paola joined the Europ Assistance Group in Paris to manage the new International Business Division (IBD) in charge of the Group's international sales and marketing.

Paola Bianchi is a Business Studies graduate of Luigi Bocconi University in Milan.

