



Camilla Lunelli

Camilla Lunelli is Communication & PR Director of the Lunelli Group, which includes Ferrari Trento, leader in the production of luxury sparkling wines in Italy, Surgiva Mineral Water, Segnana Distillery, Tenute Lunelli, which produces still wines in Trentino, Toscana and Umbria and Bisol Prosecco Superiore.

Daughter of Mauro, who was for many years Ferrari's chief oenologist, Camilla gained experience during her University studies, first in Paris at Banque Paribas and subsequently in New York at Unicef. After graduating with honours at Bocconi University in Milan, she took her first professional steps in strategic consulting with Deloitte Consulting.

Two years later Camilla Lunelli was hired by ONU, specifically by UNDP – United Nations Development Program, and posted to Niger, one of the world's poorest countries, to supervise a socioeconomic rehabilitation program for ex rebels. In 2003 she transferred to Uganda on behalf of a non-governmental organization to follow emergency aid projects for the victims of the war in the north of the country.

After three years in Africa, Camilla returned to Italy and in 2004 joined the family business. With her cousins Matteo and Marcello and her brother Alessandro, she now represents the third generation of the Lunelli family at the helm of Ferrari, and carries forward the dream of promoting Ferrari throughout the world as a symbol of the Italian Art of Living. Camilla is Ferrari "Title and Cover of the Year" Award jury's chairman; it is a prestigious press award that has celebrated in 2017 its tenth anniversary. The jury includes many prominent professionals belonging to the Italian journalism sphere.

In 2011 Camilla was awarded with the prestigious "Premio Marisa Bellisario" for her contribution to the promotion of the best of 'Made in Italy' throughout the world.

She is mother to three beautiful children.