

Francesco Gori

Advisor for Strategy
Apollo Tyres Ltd

Member, Board of Directors
Apollo Tyres Ltd



As Advisor for Strategy, Francesco Gori supports the company in its goal of international growth and identification and development of new markets. Widely acknowledged as the architect of the successful premium strategy of his former company, his insight and guidance is key to sharpen Apollo's focus and implementation in the brand and technology areas.

Gori has had a long and illustrious career in the tyre industry. His last appointment was as the CEO of Pirelli Tyre, a position that he held from 2006 till he left the company in 2012. He was the Chairman of European Tyre & Rubber Manufacturers' Association for two consecutive terms from 2006 to 2011.

Francesco joined Pirelli Tyres in 1978 in the marketing division of Pirelli Tyre, as its Director for Product Management and Director of Marketing for Motorcycle tyres. He has held various positions in the sales, exports and the marketing function across geographies for Pirelli, before being designated as the Chief Executive Officer of Pirelli Tyre S.p.A in 2006.

A Member of the Board of Directors for Apollo Tyres, and its Management Board, Francesco Gori has a degree in Economics and Commerce from Università degli Studi in Florence, Italy. He is also the Chairman of Benetton Group, and Non Executive Director of Italian branch of Plan International, one of the oldest and largest organisations working towards safeguarding of children.

At the culmination of 33 years of his service to Pirelli, Gori was acknowledged by the company as a 'significant contribution to the Group's results and development' on his leaving.

About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has manufacturing units in India, the Netherlands and Hungary. India and Europe are the company's two domestic markets from where products are exported to over 100 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets. The company manufactures and sells Apollo, Vredestein, Kaizen and Regal brand of tyres.

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As on June 2017