

MIRKO INCERTI

After graduating in Business Economics from the University of Pisa, he began his career with the Piaggio Group in 1999, holding positions of increasing responsibility in the Marketing, Network Development and Sales areas before becoming Head of the Italian Market for Commercial Vehicles in 2011.

He subsequently took charge of the Business Accessories line and, from 2022, assumed the role of Group Head of Business and Marketing for Spare Parts.

He has been Head of the Aftersales Business Unit since 16 March 2026.