



To the attention of the Board of Directors

Italian Chamber of Commerce in China – Shanghai Chapter

Subject: Application for the position of Vice President – Italian Chamber of Commerce in Shanghai

Dear Members of the Board,

I am writing to express my interest and motivation in applying for the position of **Vice President of the Italian Chamber of Commerce in Shanghai**.

I currently serve as **CEO of Ducati China**, where I have the honor of leading a brand that represents Italian excellence in a complex and stimulating market such as China. Over the years, I have gained extensive experience in **managing development strategies, brand positioning, and institutional partnerships**, always with the goal of fostering an authentic and long-term dialogue between Italy and China—one built on innovation, quality, and a shared cultural vision.

I strongly believe that the Italian Chamber of Commerce should **not only serve as a reference point for Italian companies in China**, but also as a **laboratory of ideas and synergies**, capable of connecting entrepreneurship, culture, and sustainability. In this regard, my candidacy stems from a sincere desire to contribute concretely to:

- **Strengthening the positioning and visibility of Italian companies**, enhancing the uniqueness of “Made in Italy” through contemporary communication strategies and cross-sector partnerships.
- **Promoting the encounter between Italian innovation and the Chinese market.**
- **Supporting the growth of the Italian community in Shanghai**, by creating high-level networking opportunities, mentorship programs for SMEs, and spaces for dialogue among entrepreneurs, institutions, and young professionals.

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My leadership style is characterized by **collaboration, strategic vision, and a focus on tangible impact**, combined with the conviction that the effectiveness of chamber institutions depends on their ability to remain close, dynamic, and inspiring to the communities they represent.

It would be an honor for me to place my experience, my network, and my energy at the service of the Italian Chamber of Commerce in Shanghai, contributing to further strengthening the economic and cultural bridge that unites our two countries.

Thank you for your attention, and I remain at your disposal for any further discussion.

Kind regards,

A handwritten signature in black ink, appearing to read "Fabio Lambertini", with a long horizontal flourish extending to the right.

Fabio Lambertini
CEO – Ducati China

Shanghai, October 9, 2025

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With a strong track record in business strategy and sales growth, I have successfully led initiatives that boosted revenues by up to 60%, leveraging the synergy between sales, marketing, and after-sales teams.

My experience spans across the entire automotive business—from sales to marketing and after-sales—always with a sharp focus on commercial performance and continuous improvement. A proactive and results-driven mindset allows me to navigate complex and evolving market dynamics, adapting strategies to diverse cultural backgrounds and customer needs. Having worked in international markets, I excel in developing flexible and impactful sales and marketing strategies tailored to different regions. I strongly believe in the power of solid business relationships built on mutual trust, as they are the foundation for seamless collaboration and sustainable success.

Skills

- Teamwork
- Problem solving
- Target oriented
- Think out of the box
- Automotive | Luxury knowledge
- English fluent both spoken and written
- Fast feedback
- Ability to work under pressure
- Flexibility and proactivity
- Strategic approach
- Spanish interm. both spoken and written
- French interm. both spoken and written

Working experience

06/2024 – TODAY



CEO Ducati China / Ducati

Strategic and operational leadership of Ducati's activities in the Chinese market, focusing on sustainable growth, innovation, and brand leadership.

Main responsibilities are defining and implementing business strategy in China, developing new business opportunities and strategic partnerships, representing Ducati in relations with government entities and business partners, leading and developing the local team, promoting Ducati's values and culture.

Autorizzo il trattamento dei miei dati personali presenti nel curriculum vitae ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 e del GDPR (Regolamento UE 2016/679)

05/2023 – 05/2024



Managing Director Greater China / Maserati

Develop and execute Maserati long-term strategic plan in alignment with Greater China mission and vision. Analyze industry trends and market dynamics to identify growth opportunities and expansion strategies. Oversee financial performance, including budgeting, forecasting, and financial reporting. Drive revenue growth, cost optimization, and profitability.

06/2022 – 05/2023



Global Head of OTO Retail Processes / Maserati

I'm managing all the activities related to the Online To Offline processes on a global scale (Omnichannel).

08/2020 – 07/2022



General Manager South-Europe / Maserati

Managing business of all the business activities related to South-Europe region regarding sales, marketing, PR, network development and after-sales. My main focus is related to the EBIT of the South Europe Region (Italy & Iberia).

08/2020 – 08/2021



EMEA Project Leader Omnichannel project / Maserati

I'm managing all the existing EMEA retail processes with the aim to renew and enhancing them in an omnichannel and phygital experience.

10/2017 – 07/2020



Head of the Italian Market / Maserati

Managing a team of 14 people running all businesses of the Italian market regarding (new and pre-owned) sales, marketing, PR, network development and after-sales. In my first year as Head of the Italian Market the volume has grown by over 42% with a total annual turnover of 250 million €, contemplating the position of Maserati in the premium luxury segment in Italy. Under my supervision the Italian market has become the 3rd market Worldwide, in Europe with the highest volume and market share in all segments.

04/2014 – 10/2017



Sales Manager Italy / Maserati

Responsible for everything sales-related within the Italian market, at that time covered by 29 points of sales. Travelling often around the country supporting the network from a sales and marketing point of view. Main objectives linked to sell-in, sell-out, sales support spending and Company pre-owned sales.

In 2016 the amount of Maserati registered in Italy are 2052 units (+51% compared to 2015)

04/2011 – 04/2014



Sales Manager East Europe / Maserati

Coordinating sales-related activities in the Eastern European region (20 countries), major ones are: Russian Federation, Turkey, Ukraine, and Israel. In many of these markets Maserati established its presence for the very first time, I was able to apply my knowledge concerning sales and marketing for Maserati, while at the main time ensuring the Company strategies were correctly implemented

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03/2008 – 04/2011



Sales & Marketing Manager Showroom / Maserati

Responsible for the Corporate Showroom of Maserati's Global Headquarters. Main activities were sales of new and pre-owned Maserati cars and organize marketing events.

08/2007 – 03/2008



After Sales Internship / Maserati

Responsible of KPI analysis reports, BOL assistance (technical support to the After-Sales Dealerships) as well as Customer Care for the Italian market.

Education and training

2022 – 2023



Executive MBA / Alma Bologna Business School

Business Administration

2015



Marketing and Sales Excellence Program / Alma Bologna Business School

Sales, Marketing & Communication

09/2006 – 12/2008



Master degree in Business Administration (110 With Honors / 110) Alma Mater Studiorum, Bologna University

Economics, Master degree in Business Administration

09/2003 – 07/2006



Bachelor degree in Marketing / Alma Mater Studiorum, Bologna University

Marketing