PIERO IACOMONI
Chairman

Piero Iacomoni was born on June 26, 1944, in Monte San Savino (AR). He graduated with honours in Industrial Chemistry, initially focusing on production and analysis of methods and timings. However, his entrepreneurial calling soon took precedence over his technical interests.

In 1968, he founded Monnalisa. From the outset, his entrepreneurial vision was geared towards internationalisation and the promotion of social well-being - a philosophy that involves all employees and stakeholders and is supported by the SA8000 certification.

This approach led to a commitment to reporting and transparency, earning Monnalisa two FERPI Budget Oscars.

Iacomoni has given numerous speeches and collaborated with various Italian universities, including Liuc; Luigi Bocconi; University of Siena; Politecnico di Milano; Master Luxury Management at Politecnico di Milano; Master in retail marketing at the University of Turin; and the Department of Economics and Business at the University of Tuscia. Among these accolades received are the Michelangelo Award from Fenacom Toscana, the International La Fonte Award, and the Michelangelo David in 2016 from the Girotondo per sempre Onlus. In November 2017, he published his biography "A Montigian in the World."

In 2018, the European Academy for Economic and Cultural Relations awarded him the title of Aerec Academic for his contribution to "the evolution of human knowledge according to principles of morality and ethics."

Also in 2018, during the Roma Fashion White event, he received the Career and Fashion Professions Award, while Monnalisa was honoured for its internationalisation at the fifth edition of Save the Brand, organised by the LC Publishing Group in collaboration with ICM Advisors. He is the President of the Monnalisa Foundation, which promotes social commitment and a culture of safety, enhancing the environment, territory, and culture for the benefit of disadvantaged people.

He continues to serve as Chairman of the Board of the company he founded.