## PEDRO ZANNONI BIO

An executive with over 23 years of experience in multinational companies in the sports and fashion industries, Pedro has expertise in sales and brand building. He takes pride in forming and leading high-performance teams and has held leadership positions at companies such as Wilson, PUMA, adidas, Reebok, ASICS, and is currently the CEO of Lacoste Latin America. In this role, he is responsible for leading the strategic direction and operations of one of the most iconic and prestigious brands in the world.

Before starting his corporate career, Pedro was a professional tennis player and coach. During this time, he won several national and international titles in various categories, including South American and World Champion titles in 1993, and competed in Grand Slam tournaments at Roland Garros and Wimbledon.

He holds a degree in Law, a postgraduate degree in Business Administration, a specialization in General Management from Wharton - University of Pennsylvania, and certification as a Corporate Governance Board Member from IBGC.