

Apollo Tyres appoints new global mkt head

Apollo Tyres has appointed Marco Paracciani as its chief marketing officer based out of the company's new global marketing office in London. Paracciani, who was previously a senior VP for product and brand marketing at Electrolux and has also worked with Colgate-Palmolive, will focus on Apollo's global product strategy, marketing communication and product mix management. Neeraj Kanwar, vice-chairman & MD, Apollo Tyres, said, "In a rapidly growing organisation like ours, Marco will bring in the much-needed synergy across locations, and at the same time, add enormous value by building each of our product brands with their distinctive value proposition."