



# **RICCARDO CALÀ**

**HEAD OF  
BRAND MARKETING**

**SUPER POWERS:**

Brand strategy,  
creative direction,  
team management

**FAVOURITE SERIES:**

Mad Men

**GO-TO DRINK:**

Sazerac

**PERSONAL ANTHEM:**

Smashing Pumpkins  
"1979"

[more about me](#)

**PENTA  
HOTELS**