

VERONICA BERTI BOCELLI
CEO, ALMUD MUSIC EDITIONS
VICE-CHAIR, ANDREA BOCELLI FOUNDATION



Veronica Berti is the CEO of the *Andrea Bocelli Management Office* and Vice-Chair of the *Andrea Bocelli Foundation*.

Manager of Maestro Andrea Bocelli since 2006, Veronica Berti has systematically ensured his presence at a series of events worldwide (for example, the "Concerto: One Night in Central Park" attended by 80,000 people, or the event in Belo Horizonte, Brazil, in front of an audience of 200,000 people) strongly contributing to the further growth of his fame and celebrity and increasing record sales to over 50 million.

Born in Ancona, Italy in 1981, after obtaining her high school diploma from a scientific institute – and studying piano at the same time – she embarked on a university course in the Faculty of Literature and Philosophy, graduating with honors in the "Management of Music and Entertainment".

With her long-standing volunteering and charitable activities, she was instrumental in the creation of the Andrea Bocelli Foundation (ABF), the organization established by Andrea Bocelli and his family with the mission: "*Empowering people and communities*".

In the first decade of the Foundation's work, Veronica Berti has played a crucial role in the strategic design and implementation of numerous projects in Italy, the United States, Syria, Iraq and Haiti.

Putting her experience as a manager at the service of solidarity, Veronica Berti has been behind international philanthropic events such as the "*Bocelli & Zanetti Night*" and the Italian edition of "*Celebrity Fight Night*", in collaboration with the international foundation Celebrity Fight Night, founded by Muhammad Ali.

On December 16, 2014, in New York, she received from the hands of the UN Secretary General, Ban Ki-moon, the "UNCA Global Citizens of the Year", a recognition that Veronica Berti shared with Andrea Bocelli for the humanitarian commitment carried out through the projects of the homonymous foundation.

On March 16, 2017, she attended the "Work-life (im)balance" event at the United Nations Headquarters in New York, where she was invited to deliver a public speech about her work as a manager and as vice-chair of the Andrea Bocelli Foundation.

On September 1, 2019, as part of the 76th Venice International Film Festival, Veronica Berti was awarded the "Premio Kinéo Green & Blue Project", a recognition – now in its 17th year – that rewards individuals who work to promote civil growth and respect for the planet through educational projects around the world.

On September 30, 2020, at the Bocconi University in Milan, she was also appointed "Master of Responsibility", an award given as part of the Areté Prize for Responsible Communication, organized by the Nuvolaverde association with Confindustria, Salone della CSR e dell'Innovazione Sociale, Fondazione Cariplo, Gruppo 24 Ore, Forbes Italia, Askaneews and Formiche.

Forbes Italia has elected Veronica Berti among the hundred most influential women of 2022.

Veronica Berti is married to Maestro Andrea Bocelli and is mother to their daughter Virginia.

Websites:

www.andreabocelli.com

www.andreabocellifoundation.org