SPOKESPERSON BIOGRAPHY

Edoardo Cotichini, Senior Manager, Marketing & Innovation, Labels & Packaging, Canon EMEA

Edoardo Cotichini was appointed as Senior Manager, Marketing & Innovation, Labels & Packaging, Canon EMEA in October 2023. In this role he is responsible for driving growth in the important labels & packaging segment – helping Canon to enter new markets and respond to the needs of its customers through cutting-edge technology.

Having first joined Canon in 2021, Edoardo has been dedicated to driving global business development within the organisation's production print business – focusing specifically on the label printing sector. He brings with him 25 years of industry experience having previously held senior marketing roles at Xerox and Creo/Kodak. In 2012, he discovered a new passion within the realm of labels whilst working at Konica Minolta Europe – here he introduced and successfully led the European label business, making a notable impact on the company's global print portfolio in this segment.

Edoardo holds a degree from The Sapienza University of Rome in Italy.

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