

STASSI ANASTASSOV **NEW**

CEO

LOCATION: Switzerland

LANGUAGES: Bulgarian
(Native), English, French,
Swedish (Fluent)



Mr. Stassi Anastassov is an international business leader with over 30 years of experience across global industrial and consumer businesses in Europe, the United States, the Middle East, and China. He has held senior executive positions, including President and Chief Executive Officer of Duracell, as well as leadership roles at Procter & Gamble, and has extensive experience in operations, brand development, corporate governance, and strategic transformation. He also serves as a board member and advisor to international companies and private equity firms.

Nationality	SE&CH
Gender	M
Age (as at May, 2026)	64
Tenure on Ferretti Board	New

PROFESSIONAL EXPERIENCES

Duracell

2010 – 2014 President & CEO

Procter & Gamble (NYSE: PG)

2015 Strategic Advisor to CEO – Global Divestitures

2001 – 2010 Vice President – Paper and Snacks, CEEMEA Region

1999 – 2001 General Manager – Near East

1997 – 1999 General Manager – Eastern Europe

1995 – 1997 Marketing Director – Russia & Eastern Europe

1993 – 1995 Marketing Director – European Fabric and Home Care

1990 – 1993 Marketing Manager – Nordic Region

1985 – 1990 Assistant Brand Manager – Nordic Region & France

OTHER POSITIONS

2020 – Present Independent Non-Executive Director of JS Global Lifestyle (HKEX: 1691)

2015 – Present Lead Board Member of Better Shelter

2015 – Present Advisor / Board Member of NEO Silver (France)

2020 – 2024 Senior Advisor of Triton Partners

2020 – 2024 Board Member of Nanfu Battery

2017 – 2021 Senior Advisor of Cerberus Capital Management

2015 – 2020 Senior Advisor of CDH Investments

2010 – 2015 Chairman of Nanfu Battery

EDUCATION

1987 *B.A. in Business Administration & International Management, UPPSALA UNIVERSITY*